



AGENDA

PLANNING COMMISSION

VIRTUAL/ELECTRONIC PUBLIC HEARING

Thursday, July 16, 2020
7:00 p.m.

Held Remotely on Zoom
<https://zoom.us/j/97840449140>

In an effort to curtail the spread of the COVID-19 virus, the Planning Commission meeting will take place online using the Zoom platform and the public will not be allowed to attend in-person. You may watch a live feed of the meeting online; join the meeting via Zoom Webinar; or listen to the meeting over the telephone.

The Planning Commission is providing opportunities for public comment by submitting written comment or calling into the meeting to provide oral public comment. To provide oral public comment you must sign-up by 6:30 p.m. the night of the meeting.

Please see the information listed below to access all of these options:



[Click here to watch live streaming video of the Meeting on shorelinewa.gov](#)



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Call into the Live Meeting: (888) 475-4499 - Webinar ID: 978 4044 9140



[Click Here to Sign-Up to Provide Oral Testimony](#) *Pre-registration is required by 6:30 p.m. the night of the meeting.*



[Click Here to Submit Written Public Comment](#)

Written comments will be presented to Council and posted to the website if received by 4:00 p.m. the night of the meeting; otherwise they will be sent and posted the next day.

	<u>Estimated Time</u>
1. CALL TO ORDER	7:00
2. ROLL CALL	7:01
3. APPROVAL OF AGENDA	7:02

Public Comment and Testimony at Planning Commission

During General Public Comment, the Planning Commission will take public comment on any subject which is not specifically scheduled later on the agenda. During Public Hearings and Study Sessions, public testimony/comment occurs after initial questions by the Commission which follows the presentation of each staff report. Please be advised that each speaker's testimony is being recorded. Speakers are asked to sign-up by 6:30 p.m. the night of the meeting. Individuals wishing to speak to agenda items will be called to speak first, generally in the order in which they have signed. In all cases, speakers are asked to state their first and last name, and city of residence. The Chair has discretion to limit or extend time limitations and the number of people permitted to speak. Generally, individuals may speak for three minutes or less, depending on the number of people wishing to speak. When representing the official position of an agency or City-recognized organization, a speaker will be given 5 minutes. Questions for staff will be directed to staff through the Commission.

4. GENERAL PUBLIC COMMENT	7:05
5. PUBLIC HEARING	7:10
a. Community Renewal Area (CRA) Sign Code Update	
- Public Testimony	
6. STUDY ITEMS	
a. Housing Action Plan Briefing	8:00
7. UNFINISHED BUSINESS	8:25
8. NEW BUSINESS	8:26
9. REPORTS OF COMMITTEES & COMMISSIONERS/ANNOUNCEMENTS	8:27
10. AGENDA FOR Next meeting – August 6, 2020	8:28
11. ADJOURNMENT	8:30

The Planning Commission meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 801-2230 in advance for more information. For TTY telephone service call 546-0457.

PLANNING COMMISSION AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Community Renewal Area (CRA) Sign Code Update
DEPARTMENT: Planning & Community Development
PRESENTED BY: Nora Gierloff, AICP, Planning Manager

<input checked="" type="checkbox"/> Public Hearing	<input type="checkbox"/> Study Session	<input checked="" type="checkbox"/> Recommendation
<input type="checkbox"/> Discussion	<input type="checkbox"/> Update	<input type="checkbox"/> Other

INTRODUCTION

The Aurora Square Community Renewal Area (CRA) at the southwest quadrant of S. 160th Street and Aurora Avenue S. was designated in 2012 to spur redevelopment of this prime commercial property. The Aurora Square Community Renewal Area Planned Action adopted in 2015 contains a variety of regulations and standards unique to the CRA, including a separate set of signage standards, intended to shape future development in that area.

The unique sign code for this area supports the vision of a vibrant, mixed use urban village and as redevelopment begins staff is proposing some updates to better serve the development types planned for the site. For example, the proposed changes provide different sign allowances for ground floor retail spaces than apartment buildings to support their different advertising needs.

These proposed amendments to Shoreline Municipal Code (SMC) Title 20 (Development Code) are processed as legislative decisions. Legislative decisions are non-project decisions made by the City Council under its authority to establish policies and regulations. The Planning Commission is the reviewing authority for legislative decisions and is responsible for holding an open record Public Hearing on the proposed Development Code amendment and making a recommendation to the City Council.

The PC held a study session on June 4th to review the proposed changes, listen to public comment and provide feedback to staff.

BACKGROUND

The City of Shoreline designated a 70-acre area around the Sears, Central Market, and WSDOT complex as the Aurora Square Community Renewal Area in September, 2012. By designating the CRA, Council established that economic renewal would be in the public interest, and that City resources could be justifiably utilized to encourage redevelopment.



- The blue outline is the extent of the CRA.
- The blue shaded area is the extent of Shoreline Place.
- The colored lines show the allowed locations for pylon signs that were adopted in the 2015 sign code (one per frontage).
- See Attachment B for pylon sign photos.

Council then adopted the Aurora Square Community Renewal Area Planned Action in August 2015. The planned action contains development regulations, design standards, signage standards, residential unit thresholds, commercial building thresholds and other goals and policies to shape future development in that area. With the adoption of the Development Agreement with Merlone Geier Partners for the Sears portion of the site on September 9, 2019 this vision is closer than ever to being realized.



Public Outreach

A draft of the proposed changes in strikeout/underline format along with a cover letter explaining the reason for the amendments and the update process was mailed and/or emailed to every property owner within the CRA in February. Only Merlone Geier, the Sears site property owners, provided comments on that material. The proposed sign code changes have also been posted on the City's Shoreline Place web page. Notice of the SEPA determination and the Planning Commission discussion were provided to property owners in March.

Three comment letters were received on the day of the study session and one person provided oral comments at the meeting, see <https://www.shorelinewa.gov/government/document-library/-folder-5061>. Staff responded to the comments with additional information, offered to discuss the amendments, and said that ROIC could provide visualizations to support their points to be included in this staff report. All tenants and property owners in the CRA were sent a postcard on June 11th notifying them of the update process and the upcoming public hearing. I did not receive any additional questions or comments from tenants. Additional hearing notice was provided per code requirements.

Robert Doran, the ROIC representative, submitted a set of sign sketches on June 29th included as Attachment C. Our email correspondence that discusses these signs is at Attachment D.

SEPA

The City issued a Determination of Non-significance for the proposed sign code amendments on March 24, 2020. The comment/appeal period ended on April 7, 2020. The SEPA checklist and determination are available at <http://www.shorelinewa.gov/home/showdocument?id=46872> .

ANALYSIS

As redevelopment of the CRA begins questions have been raised about how to apply the regulations in SMC 20.50.620 to the proposed new development. Staff reviewed the regulations and proposed a series of changes to support the vision for Shoreline Place, address ground floor retail uses, meet new legal standards, and remove penalties for businesses who did not replace their signs by the September 2017 deadline. This draft was circulated to property owners for early comments. A strikeout/underline version of the CRA Sign Code showing these proposed changes with notes explaining the reasoning behind the changes is included as Attachment A.

The most significant changes proposed to the CRA sign regulations are:

Proposed General Changes

- Throughout the code section regulatory language has been changed to be content neutral in compliance with the Reed v. Town of Gilbert Supreme Court decision. The City can specify the size, type and number of signs allowed but cannot dictate the sign copy.

- Clarification for how the sign copy area is calculated
- Duplicate language about exempt signs is removed.
- Deletion of the \$100 per day penalty for failure to install new monument, wayfinding, and pylon signage by September 1, 2017.
- No business may be listed on a new freestanding sign until any non-conforming freestanding sign listing that business is removed or brought into compliance with the sign code. This allows the existing signs to remain without penalty but provides an incentive for updating to new signage reflecting the center identity.
- Unique, sculptural, or artistic signs may be permitted through the administrative design review process.

Proposed Monument Sign Changes

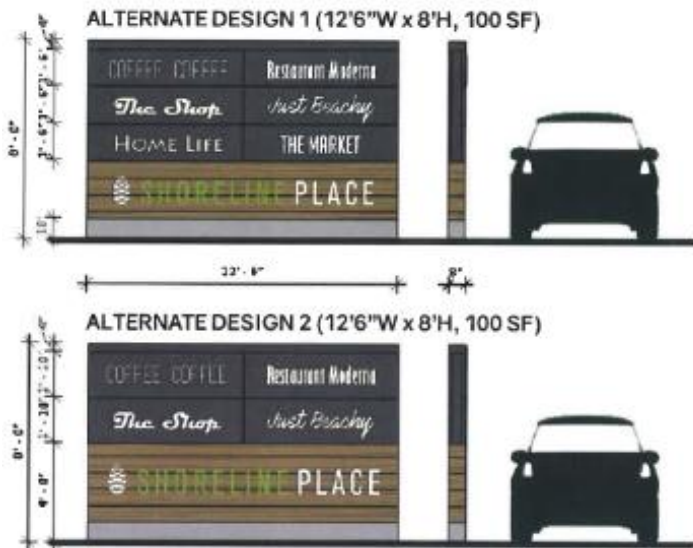
- The proposal is to allow one monument sign per driveway rather than two. This change was based on the difficulty of placing an 8' by 12.5' (100 square foot) sign on each side of a driveway without removing trees or blocking the clear sight triangle required by the Engineering Design Manual for traffic safety, see Attachment E. Ownership of the Westminster and 160th Street frontages is fragmented with three driveways on parcels owned by Merlone Geier, two owned by ROIC and one owned by the Desimone Trust.

ROIC's sketches in Attachment C show smaller monument signs along their 160th Street driveways and monument signs replacing two pylon signs on Westminster (one of which is not adjacent to a driveway and the other is controlled by Merlone Geier).

Removing the requirement that monument signs be installed adjacent to driveways would help to reduce conflicts with the clear sight triangle, though it would make them less useful in helping customers determine which driveway is closest to a business. An alternate approach would be to allocate monument signs to parcels based on the length of their street frontage and not limit their locations. For example:

CRA MONUMENT SIGNS	
Maximum Sign Copy Area	One hundred square feet. The monument sign must be double-sided if the back of the sign is visible from the street.
Maximum Structure Height	Eight feet
Maximum Number Permitted <u>per Parcel per Street Frontage</u>	Two per driveway. <u>1 - up to 250 feet of street frontage.</u> <u>2 - parcels with more than 250 but less than 500 feet of street frontage</u> <u>3 - 500 feet or more of street frontage</u>
<u>Location</u>	At any driveway to a CRA lifestyle frontage.

- Reducing the amount of monument sign copy area that must be devoted to advertising Shoreline Place rather than the individual tenants from 50% to 15% in response to comments from a property owner.



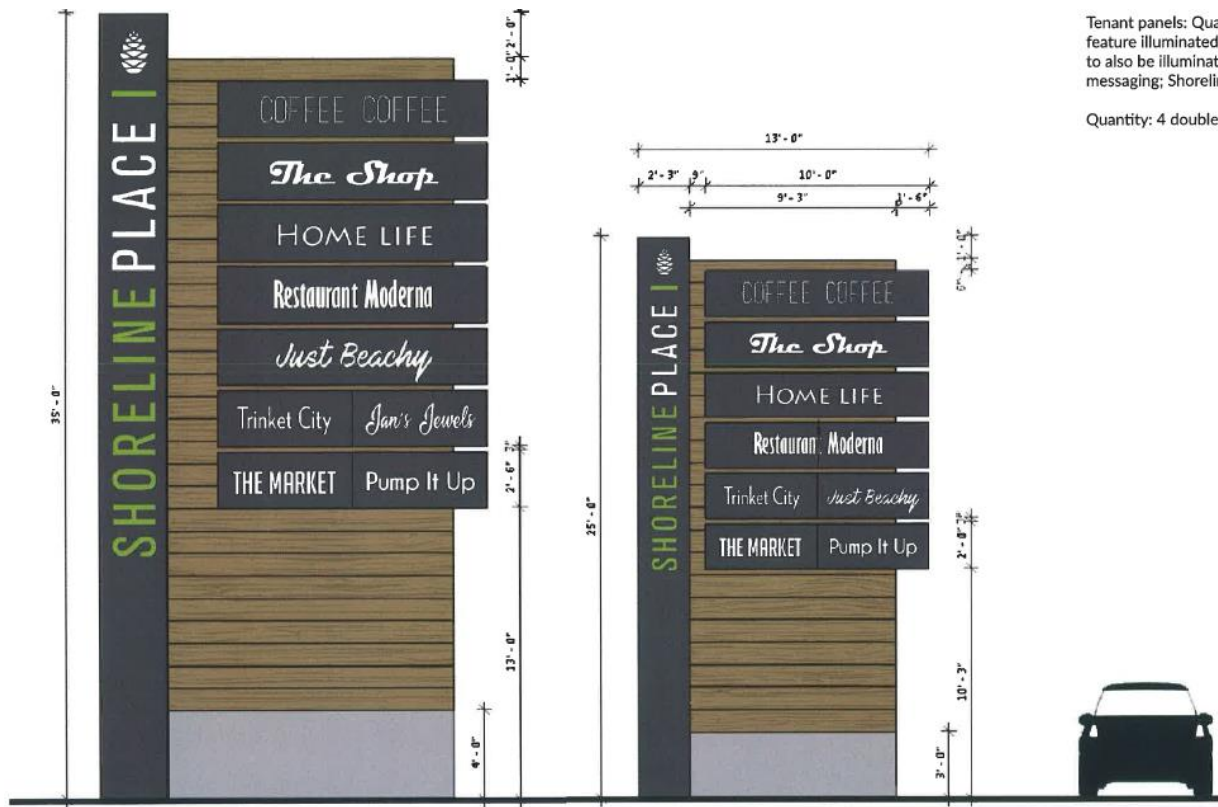
The top monument sign shows 25% devoted to center identity signage while the lower sign shows the current requirement of 50%.

- Monument signs in the CRA but outside of the lifestyle center (WSDOT, NW School for Deaf Children) are not required to advertise Shoreline Place
- Allowing retail leasing signs in response to comments from a property owner.

Proposed Pylon Sign Changes

- Deletion of changeable electronic message signs from the pylon signs to reduce driver distraction.
- Reducing the amount of pylon sign copy area that must be devoted to advertising Shoreline Place rather than the individual tenants from 25% to 15% in response to comments from a property owner.
- Increase in allowed height for the CRA pylon signs from 25 to 35 feet to facilitate reuse of existing sign structures in response to comments from a property owner. The sign on the left below is 35 feet tall, the one on the right is 25 feet. The car is included for scale.

ROIC has proposed allowing pylon signs taller than 35 feet though they did not suggest a specific number. The existing pylon signs have limited visibility due to their placement and conflicts with trees, see Attachments B and C. Further increasing the allowed height could raise them above the current height of the trees. However, the Shoreline Place Development Agreement anticipates construction of seven multi-family buildings up to seven stories tall, further reducing visibility of these signs.



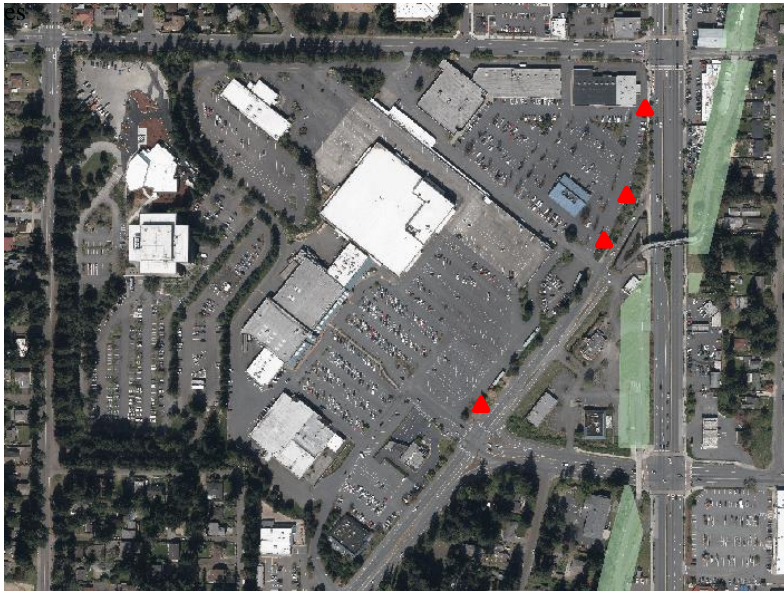
- Staff had not proposed to change the number or distribution of pylon signs allowed under the current code.
 - ROIC properties are eligible to add a pylon on their 160th Street frontage and there is an existing pylon (Animal Hospital) within their Aurora frontage. The Merlone Geier frontage on 160th is across from residential zoning and therefore not eligible for a sign.
 - There are three existing pylon signs along the Westminster frontage when only one is permitted. Two of these are controlled by Merlone Geier and one by ROIC. All of the current pylon signs are non-conforming and may not be altered without coming into conformance or being removed. There is no process to determine which sign may be retained or alternately on which parcel a new sign may be installed.

ROIC has proposed adding a new pylon sign at the intersection of 160th Street and Aurora Avenue. There may not be a location to install it that is outside of both the clear sight triangle and the fire lane around the veterinary clinic.

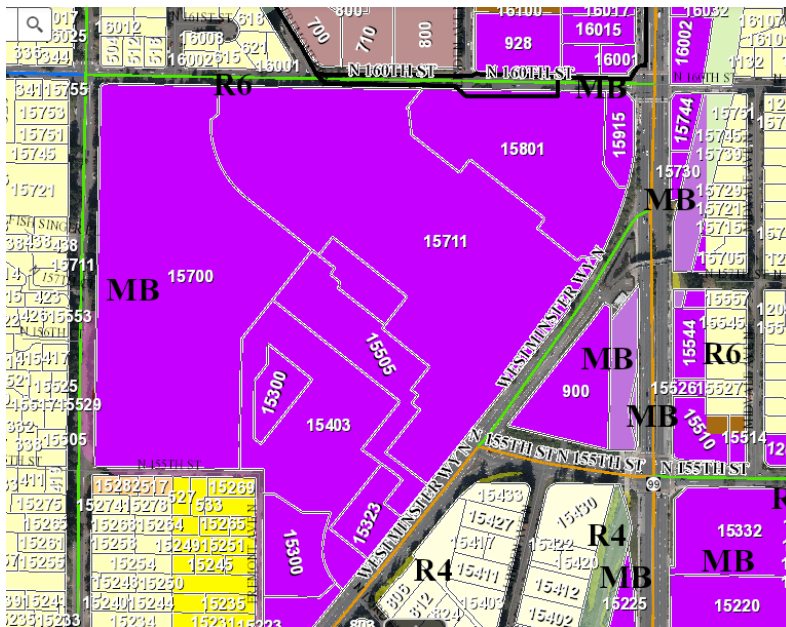
An alternative approach to allocating pylon signs that would still meet the intent of the current regulations would be to allow one pylon sign per parcel between five and ten acres in area with a second allowed for parcels over ten acres. Once the non-conforming signs are removed three new pylons would be permitted but each property owner would control the location of signs on their own parcel.

CRA PYLON SIGN

Maximum Number Permitted <u>per Parcel</u>	<u>One</u> Three pylon signs are allowed <u>per parcel between five and ten acres in area with a second allowed for parcels over ten acres.</u>
Location	<u>One</u> s Signs can be located on each of the CRA lifestyle frontages that are directly across from properties with Mixed Business (MB) zoning. <u>Signs must be at least 125 feet away from any other pylon sign.</u>



- Existing pylon sign locations.
- One sign on Aurora and three multi-tenant pylon signs along Westminster, no pylons on 160th Street.



- Zoning Designations

Proposed Wall Sign Changes

- Creating a sign allowance for ground floor businesses in addition to the wall signs allowed for the upper residential floors of mixed-use buildings. Larger signs are allowed on storefronts with public entrances to incentivize active facades. Ground floor walls without entrances can qualify for signage if they enhance the wall with windows, landscaping or architectural detailing.



- One projecting sign is permitted per public entrance, see examples above.
- Clarifying that wall signs can use the tenant's font and colors rather than the Shoreline Place design in response to comments from a property owner.

Proposed Wayfinding Sign Changes

- Requiring a 25 foot setback from the street to avoid clutter and competition with the monument and pylon sign locations.
- The design will be determined through adoption of CRA Signage Design Guidelines, here are some examples.



Proposed Temporary Sign Changes

- Allowing one or two banner signs per business depending on store size.
- Limiting each banner to 32 square feet.

Development Code Amendment Decision Criteria

SMC 20.30.350 states, “An amendment to the Development Code is a mechanism by which the City may bring its land use and development regulations into conformity with the Comprehensive Plan or respond to changing conditions or needs of the City”. Development Code amendments may also be necessary to reduce confusion and clarify existing language, respond to regional and local policy changes, update references to other codes, eliminate redundant and inconsistent language, and codify Administrative Orders previously approved by the Director. Regardless of their purpose, all amendments are to implement and be consistent with the Comprehensive Plan.

The decision criteria for a Development Code amendment in SMC 20.30.350 (B) states the City Council may approve or approve with modifications a proposal for a change to the text of the land use code when all of the following are satisfied.

B. Decision Criteria. The City Council may approve or approve with modifications a proposal for the text of the Land Use Code if:

1. The amendment is in accordance with the Comprehensive Plan; and

Relevant Comprehensive Plan Policies Regarding Signs and the CRA:

Goal CD I: Promote community development and redevelopment that is aesthetically pleasing, functional, and consistent with the City's vision.

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.
- ED12: Revitalize commercial business districts and encourage high-density mixed-use in these areas.
- ED29: Reinvent Aurora Square to help catalyze a master-planned, sustainable lifestyle destination.

Staff Analysis: The proposed amendments seek to balance the goals of reducing visual clutter with creating a strong brand identity for Shoreline Place and the marketing needs and expectations of individual retail tenants. Under the proposed sign regulations greater design consistency is required for the multi-tenant street facing monument and pylon signs than the individual building mounted signs. Building signs are scaled to the area or length of the tenant façade so that they do not dominate the architecture of the building. Temporary signs are available for special events and promotions but are limited in size and duration.

In these ways the proposed amendments implement the relevant Comprehensive Plan guidance listed above.

2. The amendment will not adversely affect the public health, safety or general welfare; and

Staff Analysis: The amended sign code will continue to further the City's community development and revitalization goals for the CRA by enhancing the marketability of the stores and apartments and improving wayfinding throughout the site. Eliminating changing electronic message boards will remove a source of distraction for drivers on Aurora and Westminster.

3. The amendment is not contrary to the best interest of the citizens and property owners of the City of Shoreline.

Staff Analysis: The Council has determined that redevelopment of the CRA to create housing, jobs, and community serving retail is in the best interest of the City, its residents, and its business community. These amendments seek to support that

redevelopment by creating sign types tailored to the mixed-use development types anticipated in the Planned Action. They also remove penalties for property owners who have not installed updated signage by the 2017 deadline in the current code.

RECOMMENDATION

Hold a public hearing, gather public comment, and make a Planning Commission recommendation to the City Council. The Planning Commission may choose to amend the proposed language in Attachment A with the alternatives for monument and pylon signs shown in the staff report, or other changes.

NEXT STEP

Planning Commission recommendation will be presented to the City Council.

Attachments

- A - Proposed CRA Sign Code Amendments
- B – Existing Pylon Sign Photos
- C – ROIC Sign Sketches
- D – Correspondence Between ROIC and Staff
- E – Clear Sign Triangle Regulations from the Engineering Design Manual

20.50.620 Aurora Square Community Renewal Area sign standards.

A. Purpose. The purposes of this section are:

1. To provide standards for the effective use of signs as a means of business identification that enhances the aesthetics of business properties and economic viability.
2. To provide a cohesive and attractive public image of the Aurora Square Community Renewal Area lifestyle center.
3. To protect the public interest and safety by minimizing the possible adverse effects of signs.
4. To establish regulations for the type, number, location, size, and lighting of signs that are complementary with the building use and compatible with their surroundings.

B. Location Where Applicable. Map 20.50.620.B illustrates the Aurora Square CRA where the sign standards defined in this section apply.

Map 20.50.620.B—Aurora Square CRA



C. Definitions. The following definitions apply to this section:

CRA Aurora Square Community Renewal Area, as defined by Resolution 333, the Aurora Square Community Renewal Area Plan, and Map 20.50.620.B.

CRA Building-Mounted Sign	A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.
CRA Lifestyle Center	That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as interrelated retail, service, and residential use.
CRA Lifestyle Frontage	Those sections of the streets that directly serve and abut the CRA lifestyle center. The three CRA lifestyle frontages are on portions of N 160th St, Westminster Way N, and Aurora Ave N.
CRA Monument Sign	A freestanding sign with a solid-appearing base under at least 75 percent of sign width from the ground to the base of the sign or the sign itself may start at grade. Monument signs may also consist of cabinet or channel letters mounted on a fence, freestanding wall, or retaining wall where the total height of the structure meets the limitations of this code.
CRA Pylon Sign	A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.
CRA Signage Design Guidelines	The set of design standards adopted by the City that specifies the common name, logo, taglines, fonts, colors, and sign standards used on freestanding signs throughout the CRA lifestyle center.
CRA Under-Awning Sign	A sign suspended below a canopy, awning or other overhanging feature of a building.
CRA Wayfinding Sign Post	A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.
Electronic Message Center (EMC)	A sign with a programmable, changeable digital message.
Portable Sign	A sign that is readily capable of being moved or removed, whether attached or affixed to the ground or any structure that is typically intended for temporary display.
Temporary Sign	A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.
Window Sign	A sign applied to a window or mounted or suspended directly behind a window.

D. Permit Required.

1. Except as provided in this section, no permanent sign may be constructed, installed, posted, displayed or modified without first obtaining a sign permit approving the proposed sign’s size, design, location, ~~display~~, and, ~~where applicable~~, adherence to the CRA signage design guidelines.
2. No permit is required for normal and ordinary maintenance and repair, and changes to the graphics, symbols, or copy of a sign, without affecting the size, structural design or height. Exempt changes to the graphics, symbols or copy of a sign must meet the standards defined herein.

Commented [NG1]: Changing message signs will not be allowed.

Commented [NG2]: Below I have tried to define where these are applicable.

3. All CRA pylon, CRA monument, and CRA wayfinding signs within the CRA Lifestyle Center shall conform to the CRA signage design guidelines. For all other types of unique, sculptural or artistic signs, if an applicant seeks to depart from the standards of this section, the applicant must receive an administrative design review approval under SMC 20.30.297.

~~4. The City reserves the right to withhold sign permits and to assess the property owner up to \$100.00 per day for failure to install the signs indicated herein by September 1, 2017.~~

Commented [NG3]: These amendments remove the penalty for not previously installing CRA signage.

E. Sign Design.

1. **Sight Distance.** No sign shall be located or designed to interfere with visibility required by the City of Shoreline for the safe movement of pedestrians, bicycles, and vehicles.

2. **Private Signs on City Right-of-Way.** No portion of a private signs, above or below ground, shall be located ~~partially or completely~~ in a public right-of-way unless a right-of-way permit has been approved consistent with Chapter 12.15 SMC and is allowed under SMC 20.50.540 through 20.50.610.

3. **Sign Copy Area.** Calculation of sign area for channel letters or painted signs shall be the total area of all use rectangular areas (each drawn with a maximum of six right angles) that enclose each portion of the signage such as words, logos, graphics, and symbols other than nonilluminated background. Sign area for cabinet signs shall be the entire face of the cabinet. Sign area for signs that project out from a building or are perpendicular to street frontage are measured on one side even though both sides can have copy of equal size. Supporting structures such as sign bases and columns are not included in sign area provided that they contain no lettering or graphics except for addresses.

4. **Building Addresses.** Building addresses should be installed on all buildings consistent with SMC 20.70.250(C) and will not be counted as sign copy area.

5. **Materials and Design.** All signs, except temporary signs, must be constructed of durable, maintainable materials. Signs that are made of materials that deteriorate quickly or that feature impermanent construction are not permitted for permanent signage. For example, plywood or plastic sheets without a sign face overlay or without a frame to protect exposed edges are not permitted for permanent signage.

6. **CRA Signage Design Guidelines.** Design and content of the CRA pylon, CRA monument, and CRA wayfinding sign posts within the CRA Lifestyle Center shall conform to the CRA signage design guidelines. In addition, all other permanent or temporary signage or advertising displaying the common name, logo, colors, taglines, or fonts of the CRA lifestyle center shall comply with the CRA signage design guidelines.

Commented [NG4]: Council will need to approve these.

7. **Illumination.** Where illumination is permitted per Table 20.50.620.E.8 the following standards must be met:

- a. Channel lettering or individual backlit letters mounted on a wall, or individual letters placed on a raceway, where light only shines through the copy.
- b. Opaque cabinet signs where light only shines through copy openings.

- c. Shadow lighting, where letters are backlit, but light only shines through the edges of the copy.
- d. Neon signs.
- e. All external light sources illuminating signs shall be less than six feet from the sign and shielded to prevent direct lighting from entering adjacent property.

~~f. EMC messages shall be monochromatic. EMCs shall be equipped with technology that automatically dims the EMC according to light conditions, ensuring that EMCs do not exceed 0.3 foot candles over ambient lighting conditions when measured at the International Sign Association's recommended distance, based on the EMC size. EMC message hold time shall be 10 seconds with dissolve transitions. Ten percent of each hour shall advertise civic, community, educational, or cultural events.~~

~~fg.~~ Building perimeter/outline lighting is allowed for theaters only.



Individual backlit letters (left image), opaque signs where only the light shines through the copy (center image), and neon signs (right image).

8. Sign Specifications.

Table 20.50.620.E.8 Sign Dimensions

CRA MONUMENT SIGNS	
Maximum Sign Copy Area	One hundred square feet. The monument sign must be double-sided if the back of the sign is visible from the street.
Maximum Structure Height	Eight feet
Maximum Number Permitted	One <u>Two</u> per driveway.
Sign Content <u>Design</u>	At least 50 <u>15</u> percent of the sign copy area shall be used to identify the CRA lifestyle center. Individual business names <u>listings</u> , if shown, shall not include logos and shall be a single common color <u>scheme and font</u> conforming to the CRA signage design guidelines.

Location	At any driveway to a CRA lifestyle frontage.
Illumination	Permitted.
Mandatory Installation	At least one monument sign shall be installed at each of three vehicle entries to the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the vehicle entrance.
<u>MONUMENT SIGNS OUTSIDE OF THE CRA LIFESTYLE CENTER</u>	
<u>Maximum Sign Copy Area</u>	<u>Fifty square feet.</u>
<u>Maximum Structure Height</u>	<u>Six feet.</u>
<u>Maximum Number Permitted</u>	<u>One per parcel with up to 250 ft. of street frontage, two for parcels with 250 feet or more of frontage on the same street. Signs must be 150 ft. apart from other signs on the same parcel.</u>
<u>Sign Design</u>	<u>Conformance to the CRA signage design guidelines is optional.</u>
<u>Illumination</u>	<u>Permitted.</u>
CRA WAYFINDING SIGN POSTS	
Maximum Sign Copy Area	Two square feet per business name listing ; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
Sign Content <u>Design</u>	Individual business names listings shall not include logos and shall be in a single common color conforming to the CRA signage design guidelines. <u>There is no restriction on font. Directional arrow background may be of a contrasting color.</u>
Location	Throughout <u>Anywhere</u> in the CRA lifestyle center. <u>Must be set back at least 25 feet from R-O-W along the CRA Lifestyle Frontages.</u>
Illumination	Not permitted - <u>Permitted</u>
Mandatory Installation	At least 12 CRA wayfinding sign posts shall be installed in the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction within the center.
CRA PYLON SIGN	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	Thirty <u>Twenty</u> -five feet.
Maximum Number Permitted	Three pylon signs are allowed.

Commented [NG5]: For example, WSDOT should not have to follow the CRA sign guidelines.

Sign Content Design	At least 15 25 percent of the sign copy area shall be used for identification of the CRA lifestyle center. Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC). Individual business names listings, if shown, shall not include logos —must use a color scheme and font conforming to the CRA signage design guidelines but may include any color.
Location	One sign can be located on each of the CRA lifestyle frontages that are directly across from properties with Mixed Business (MB) zoning.
Illumination	Permitted.
Mandatory Installation	Three CRA pylon signs shall be installed by July 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the pylon locations.
CRA BUILDING-MOUNTED SIGN	
Maximum Sign Copy Area	<p><u>Ground Floor Storefronts: 1.5 square feet of sign area per lineal foot of storefront that contains a public entrance.</u></p> <p><u>Ground Floor Side/Rear Walls without Public Entrances: .75 square feet of sign area per lineal foot of wall fronting a tenant space if the wall meets one of these standards:</u></p> <ol style="list-style-type: none"> <u>1) Transparent glazing between the heights of 3' and 8' along at least 50% of the tenant space;</u> <u>or</u> <u>2) A trellis with live, irrigated landscaping along at least 50% of the tenant space; or</u> <u>3) Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.</u> <p><u>Residential Buildings: Two elevations may have Maximum sign area equal to shall not exceed 2.515 percent of the building elevation fronting the residential use of the tenant fascia or a maximum of 500 square feet, whichever is less.</u></p>
Maximum Structure Height	Not limited. Projecting, awning, canopy, and marquee signs (above awnings) shall clear sidewalk by nine feet and not project beyond the awning extension or eight feet, whichever is less. These signs may project into public rights-of-way, subject to City approval.
Projecting Signs	<u>Maximum of one projecting sign per public entrance. Maximum size is 4' by 3' or 15% of the business's maximum sign copy area, whichever is smaller.</u>

Number Permitted	The <u>maximum</u> sign <u>copy</u> area per business may be distributed into multiple <u>wall, projecting, awning, canopy or marquee</u> signs; provided, that the aggregate sign area is equal to or less than the maximum allowed sign <u>copy</u> area. <u>Signs must be placed on the building elevation used to calculate their maximum sign copy area.</u> Maximum of one projecting sign per tenant, per fascia. Maximum sign area of projecting sign shall not exceed 40 percent of tenant's allotted wall sign area.
<u>Sign Design</u>	<u>Individual business building-mounted signs do not need to meet the Design Guidelines for color or font.</u>
Illumination	Permitted.
CRA UNDER-AWNING SIGNS	
Maximum Sign Copy Area	Twelve square feet <u>which does not count against the maximum sign copy area per business</u> .
Minimum Clearance from Grade	Eight feet.
Maximum Structure Height	Not to extend above or beyond awning, canopy, or other overhanging feature of a building under which the sign is suspended. Signs may project into the public right-of-way subject to City approval.
Number Permitted	One per <u>public</u> business entrance.
<u>Sign Design</u>	<u>Individual business under-awning signs do not need to meet the Design Guidelines for color or font.</u>
Illumination	External only.

9. **Window Signs.** Window signs are permitted to occupy maximum 25 percent of the total window area. Window signs are exempt from permit if nonilluminated and do not require a permit under the building code.

10. **A-Frame Signs.** A-frame, or sandwich board, signs are exempt from permit but subject to the following standards:

- a. Maximum ~~two~~ one signs per ~~business~~ residential building;
- b. ~~Must contain the business's name and m~~ May not be located on the City right-of-way in any of the CRA lifestyle frontages;
- c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;
- d. Shall not be placed in landscaping, within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum two feet wide and three feet tall, not to exceed six square feet in area;

- f. No lighting of signs is permitted;
- g. All signs shall be removed from display when the business closes each day; and
- h. A-frame/sandwich board signs are not considered structures.

11. Retail Leasing Signs. Signs are exempt from permit but subject to the following standards:

- a. Maximum one sign per CRA frontage per parcel;
- b. May not be located on the City right-of-way in any of the CRA lifestyle frontages;
- c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;
- d. Shall not be placed in landscaping, within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum sign area of eight feet wide and four feet tall plus support posts, total height not to exceed eight feet;
- f. No lighting of signs is permitted;

F. Prohibited Signs.

- 1. Spinning devices; flashing lights; searchlights; or reader board signs. Traditional barber pole signs allowed.
- 2. Portable signs, except A-frame signs as allowed by subsection (I) of this section.
- 3. Outdoor off-premises advertising signs (billboards).
- 4. Signs mounted on the roof or projecting above the parapet of the building wall on which it is mounted.
- 5. Inflatables.
- 6. Signs mounted on vehicles.

G. Nonconforming Signs.

- 1. No business may be listed on a CRA pylon, CRA monument, or CRA wayfinding sign until any existing non-conforming freestanding sign listing that business is removed or brought into compliance with the requirements of this code. All pylon signs in the CRA lifestyle center existing ~~at on August 10, 2015 the time of adoption of this section~~ are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to \$100.00 per day for failure to remove or bring into compliance such nonconforming signs ~~as indicated.~~
- 2. Nonconforming signs shall not be altered in size, shape, height, location, or structural components without being brought to compliance with the requirements of this code. Repair and

maintenance are allowable, but may require a sign permit if structural components require repair or replacement.

~~3. — Electronic changing message (EMC) or reader boards may not be installed in existing, nonconforming signs without bringing the sign into compliance with the requirements of this code.~~

H. Temporary Signs.

1. **General Requirements.** Certain temporary signs not exempted by SMC 20.50.610 shall be allowable under the conditions listed below. All signs shall be nonilluminated. Any of the signs or objects included in this section are illegal if they are not securely attached, create a traffic hazard, or are not maintained in good condition. No temporary signs shall be posted or placed upon public property unless explicitly allowed or approved by the City through the applicable right-of-way permit. Except as otherwise described under this section, no permit is necessary for allowed temporary signs.

2. **Temporary On-Premises Business Signs.** Temporary banners ~~are permitted to announce sales or special events such as grand openings, or prior to the installation of permanent business signs. Such temporary business signs~~ shall:

- a. Be limited to one sign for businesses under 10,000 sf, and two signs for businesses larger than 10,000 sf ~~but smaller than 40,000 sf, and three signs for businesses larger than 40,000 sf;~~
- b. Be limited to 32 100-square feet in area;
- c. Not be displayed for a period to exceed a total of 60 calendar days effective from the date of installation and not more than ~~four~~ two such 60-day periods are allowed in any 12-month period; and

~~d. — Be removed immediately upon conclusion of the sale, event or installation of the permanent business signage.~~

3. **Construction Signs.** Banner or rigid signs (such as plywood or plastic) ~~for buildings which are under construction, identifying the architects, engineers, contractors or other individuals or firms involved with the construction of a building or announcing purpose for which the building is intended.~~ Total signage area ~~for both new construction and remodeling~~ shall be a maximum of 32 square feet. Signs shall be installed only upon City approval of the development permit, new construction or tenant improvement permit and shall be removed within seven days of final inspection or expiration of the building permit.

4. Feather flags and pennants ~~displayed for no more than 14 days prior and 2 days after community events when used to advertise City sponsored or CRA lifestyle center community events.~~

5. Pole banner signs that are changed semi-annually and mounted on privately owned light poles only identify the CRA lifestyle center.

6. Temporary signs not allowed under this section and which are not explicitly prohibited may be considered for approval under a temporary use permit under SMC 20.30.295 or as part of administrative design review for a comprehensive signage plan for the site.

Commented [NG6]: Signs may not be regulated based on content.

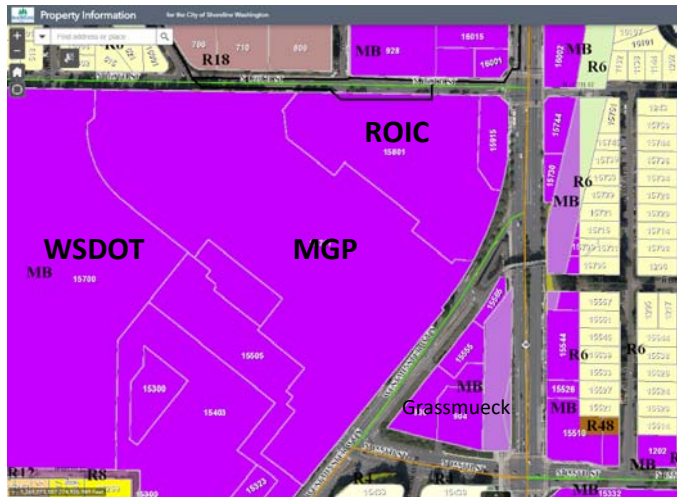
~~I. **Exempt Signs.** The following are exempt from the provisions of this chapter, except that all exempt signs must comply with SMC 20.50.540(A), Sight Distance, and SMC 20.50.540(B), Private Signs on City Right-of-Way:~~

Commented [NG7]: This section is redundant with the language at H1 referencing SMC 20.50.610 Exempt Signs. Proposal is to delete this section.

- ~~1. Historic site markers or plaques and gravestones.~~
- ~~2. Signs required by law, including but not limited to:
 - ~~a. Official or legal notices issued and posted by any public agency or court; or~~
 - ~~b. Traffic directional or warning signs.~~~~
- ~~3. Plaques, tablets or inscriptions indicating the name of a building, date of erection, or other commemorative information, which are an integral part of the building structure or are attached flat to the face of the building, not illuminated, and do not exceed four square feet in surface area.~~
- ~~4. Incidental signs, which shall not exceed two square feet in surface area; provided, that said size limitation shall not apply to signs providing directions, warnings or information when established and maintained by a public agency.~~
- ~~5. State or Federal flags.~~
- ~~6. Religious symbols.~~
- ~~7. The flag of a commercial institution, provided no more than one flag is permitted per business; and further provided, the flag does not exceed 20 square feet in surface area.~~
- ~~8. Neighborhood identification signs with approved placement and design by the City.~~
- ~~9. Neighborhood and business block watch signs with approved placement of standardized signs acquired through the City of Shoreline Police Department.~~
- ~~10. Plaques, signs or markers for landmark tree designation with approved placement and design by the City.~~
- ~~11. Real estate signs not exceeding 24 square feet and seven feet in height, not on City right of way. A single fixed sign may be located on the property to be sold, rented or leased, and shall be removed within seven days from the completion of the sale, lease or rental transaction.~~
- ~~12. City sponsored or community wide event signs.~~
- ~~13. Parks signs constructed in compliance with the parks sign design guidelines and installation details as approved by the Parks Board and the Director. Departures from these approved guidelines may be reviewed as departures through the administrative design review process and may require a sign permit for installation.~~
- ~~14. Garage sale signs not exceeding four square feet per sign face and not advertising for a period longer than 48 hours.~~
- ~~15. City land use public notification signs.~~

~~16. — Menu signs used only in conjunction with drive-through windows, and which contain a price list of items for sale at that drive-through establishment. Menu signs cannot be used to advertise the business to passersby; text and logos must be of a size that can only be read by drive-through customers. A building permit may be required for menu signs based on the size of the structure proposed.~~

~~17. — Campaign signs that comply with size, location and duration limits provided in Shoreline Administrative Rules. (Ord. 712 § 1 (Exh. A), 2015).~~





Animal Hospital Sign – Southbound



Northbound



North Aurora Square Sign – Southbound



Northbound



Middle Aurora Square Sign – Southwest bound



Northeast bound



South Aurora Square Sign – Southwest Bound



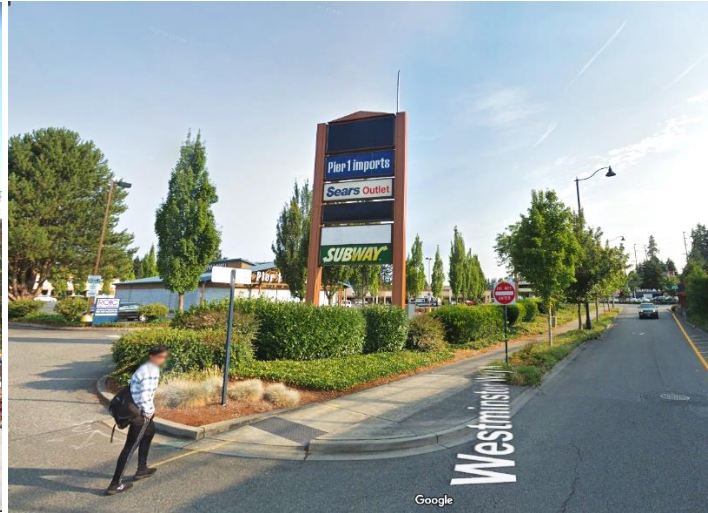
Northeast Bound



Monument signs are more visible than pylon signs because they are underneath the tree branches rather than at the same height.



Existing center signage is most visible from onsite

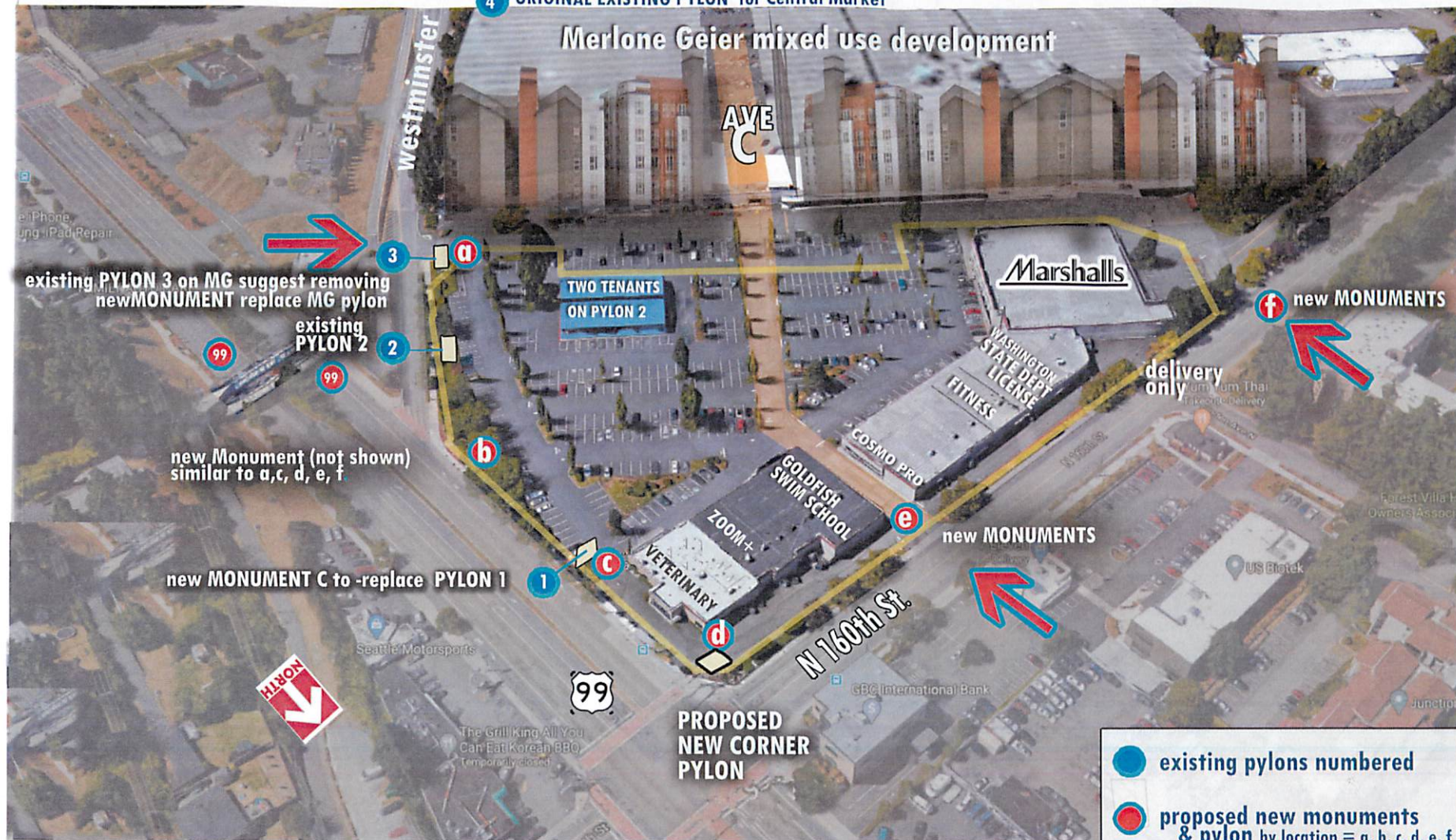


Scale of pylon sign compared to pedestrian

SHORELINE
PLACE
ROIC

SIGNAGE CONCEPTS Pylons, Monuments, Wayfinding

4 ORIGINAL EXISTING PYLON for Central Market



existing PYLON 3 on MG suggest removing new MONUMENT replace MG pylon



existing PYLON 2

new Monument (not shown) similar to a,c, d, e, f

new MONUMENT C to -replace PYLON 1

Merlone Geier mixed use development

TWO TENANTS ON PYLON 2

new MONUMENTS

PROPOSED NEW CORNER PYLON

Marshall's

WASHINGTON STATE DEPT LICENSE
FITNESS
COSMO PRO

ZOOM+
GOLDFISH SWIM SCHOOL
VETERINARY

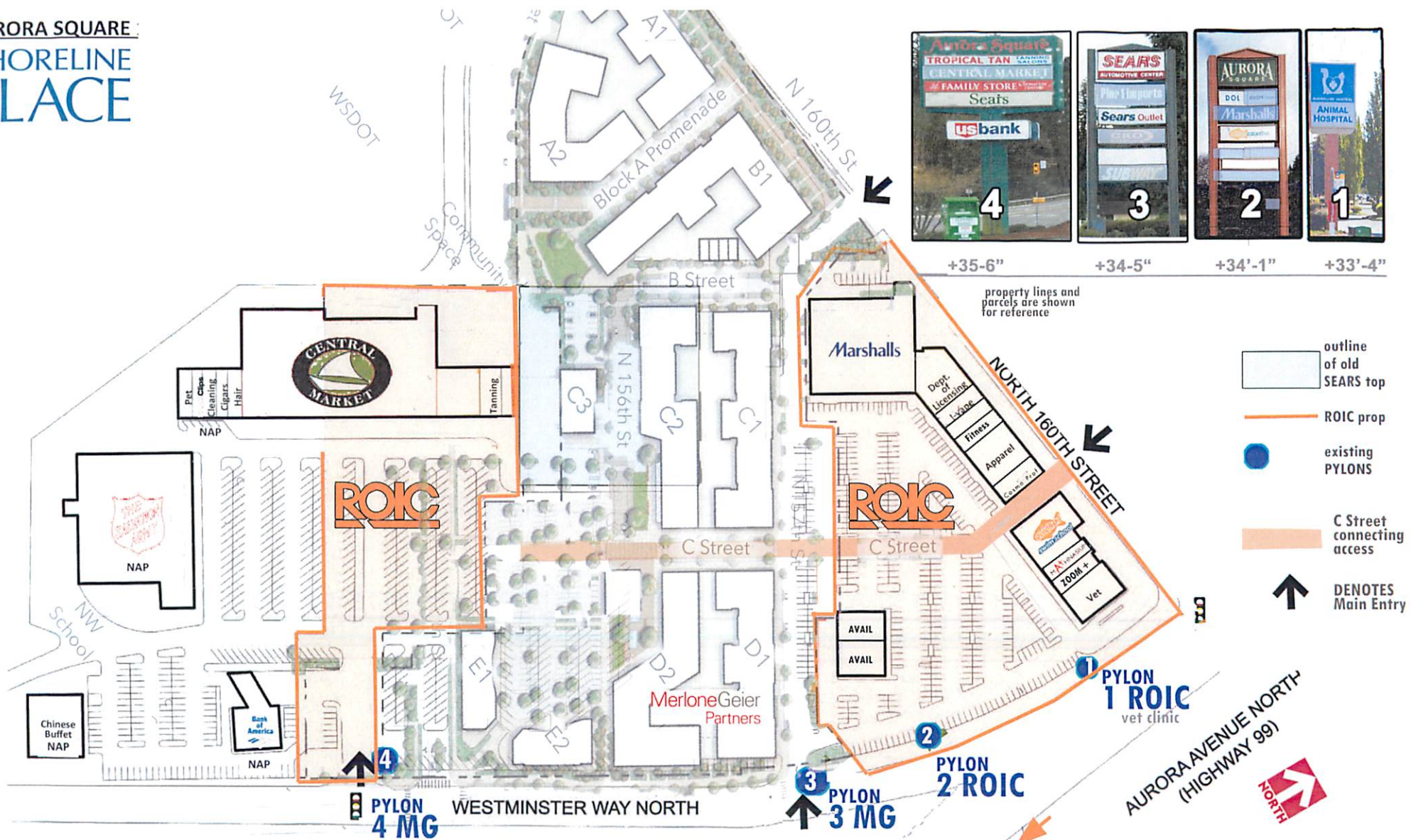
new MONUMENTS

delivery only



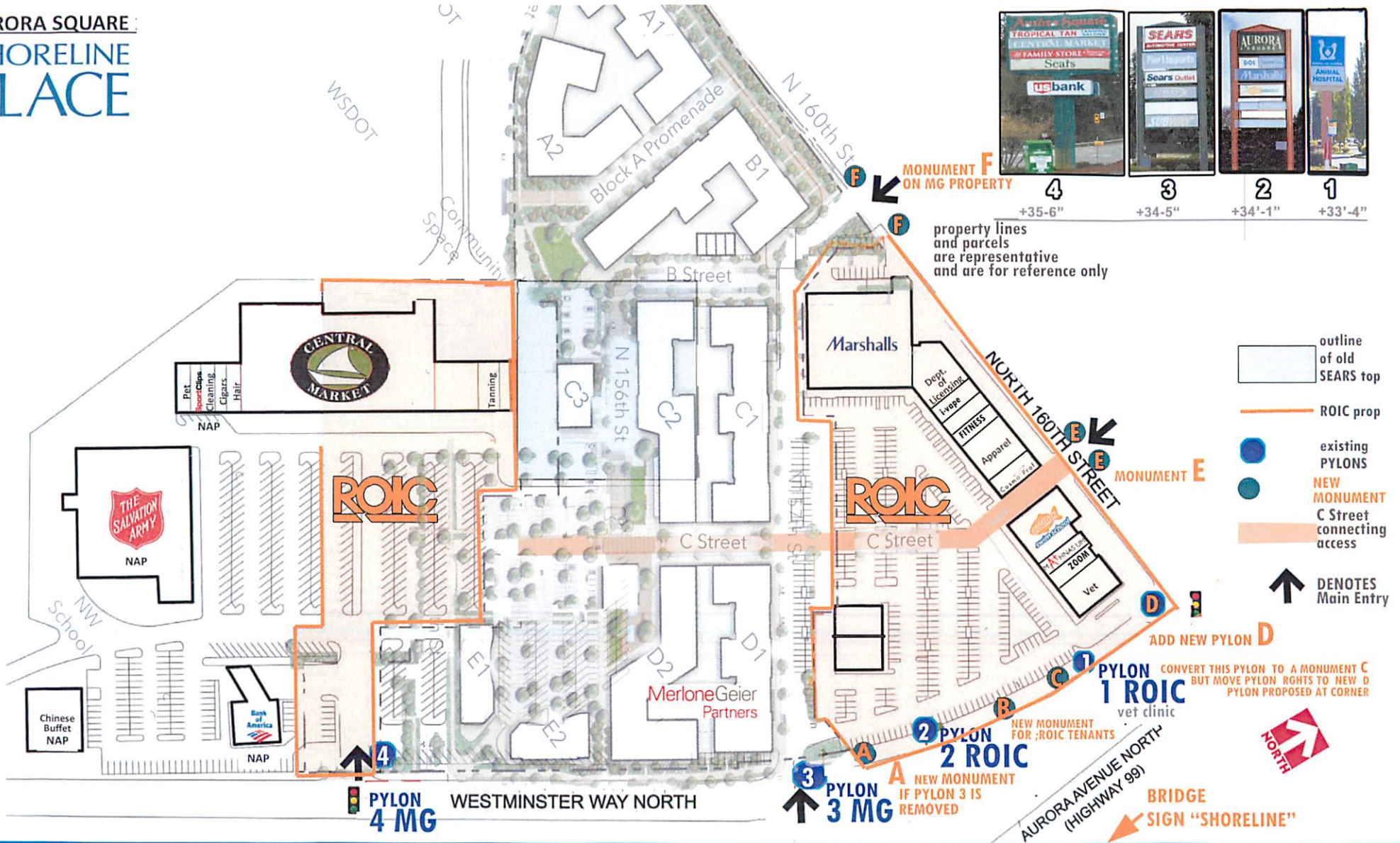
- existing pylons numbered
- proposed new monuments & pylon by location = a, b, c, d, e, f
- new bridge signs by City
- existing entries to center

AURORA SQUARE SHORELINE PLACE



SIGNAGE EXISTING SHORELINE PLACE **SHORELINE PLACE** Aurora Sq., Shoreline WA **ROIC** 3

AURORA SQUARE: SHORELINE PLACE



SIGNAGE PROPOSED SIGNAGE

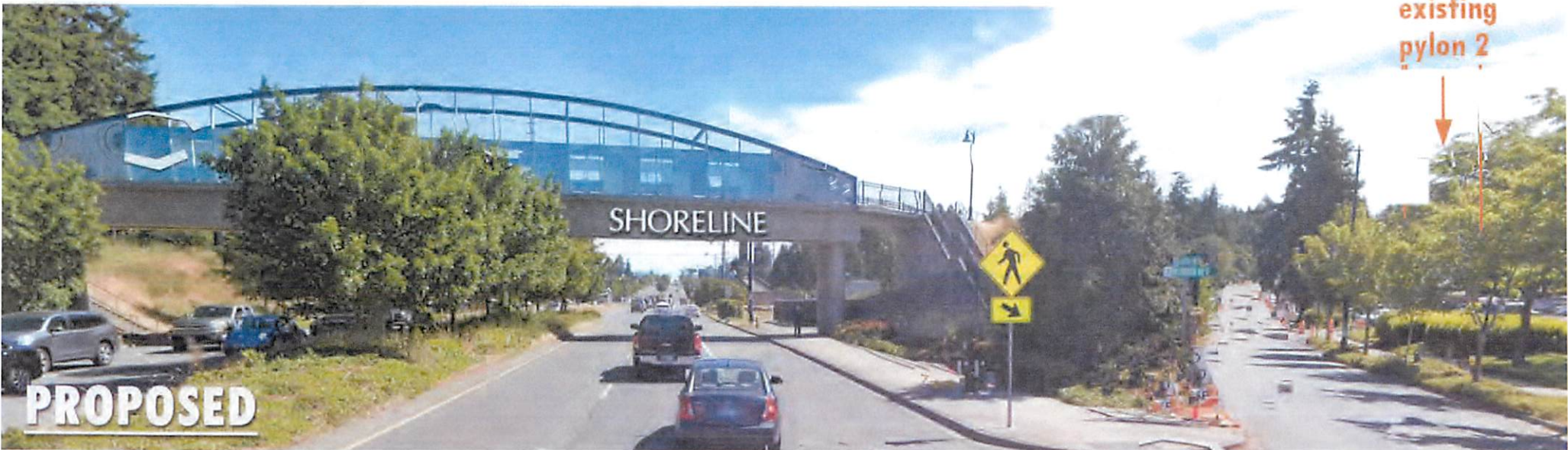
SHORELINE PLACE

Aurora Sq., Shoreline WA

ROIC 4



AURORA
EXISTING
PYLON



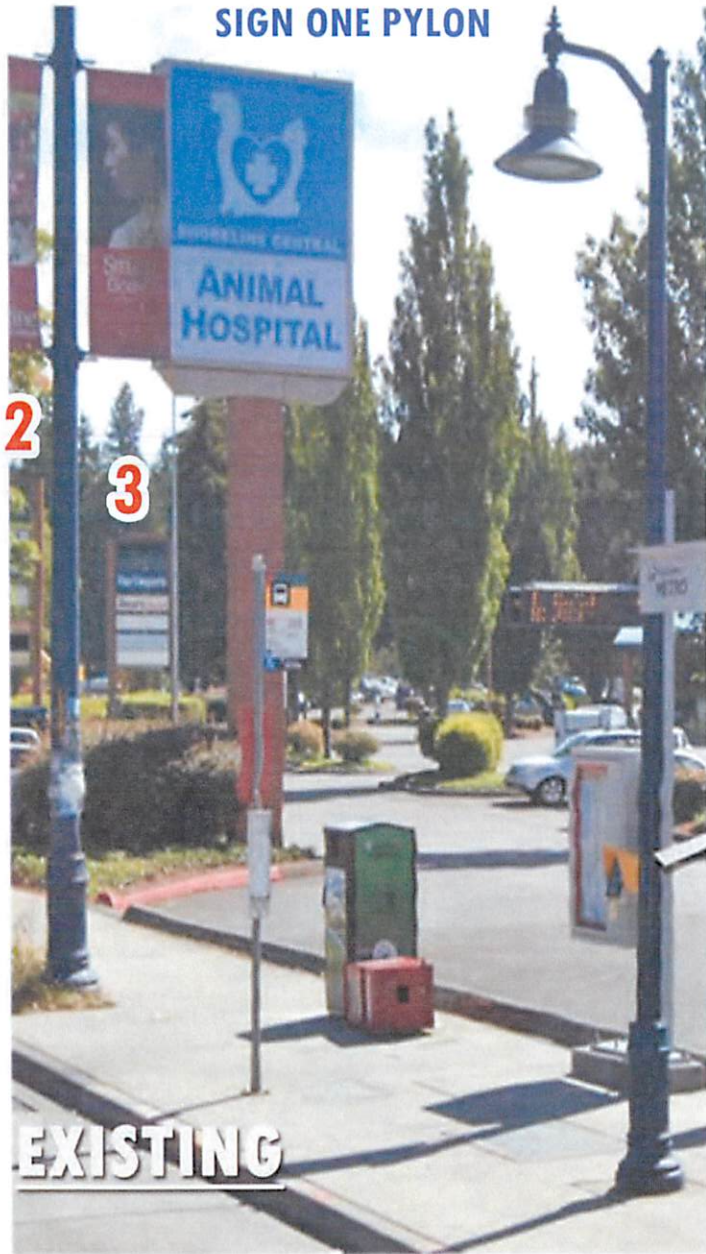
existing
pylon 2

99 bridge sign

Following pages are listed by
- Numerical Pylon number on Site Plan -blue dot
with #'s
-followed by actual as-exists photos and
plans
- alphabetized Monument Signs

SHORELINE PLACE

SIGN ONE PYLON

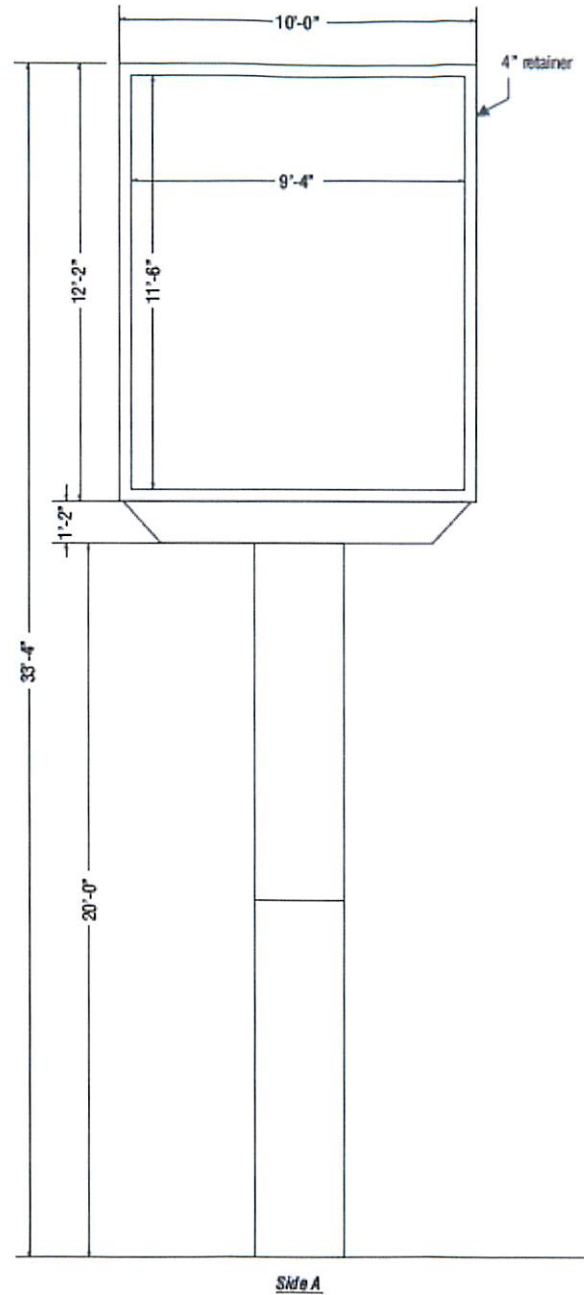


EXISTING



PROPOSED

PYLON '1' SIGN 'C' remove one pylon replace with one monument quid pro quo SIGNAGE EXISTING AND PROPOSED SHORELINE PLAC Aurora Sq., Shoreline WA



118

118 sf

THIS TENANT HAS ALL RIGHTS TO THIS PYLON..PYLON ON ROIC PROPERTY & ROIC OWNED

N LYNNWOOD
QUALITY TRAVEL GROCERY OUTLET

Legend
R1. Other Deck
P. Pylon 1
R. Rona's Restaurant & Lounge
C. Overlook



PYLON 2

PYLON 2 SEEN FROM STREET

SIGN 2 c
ROIC

8

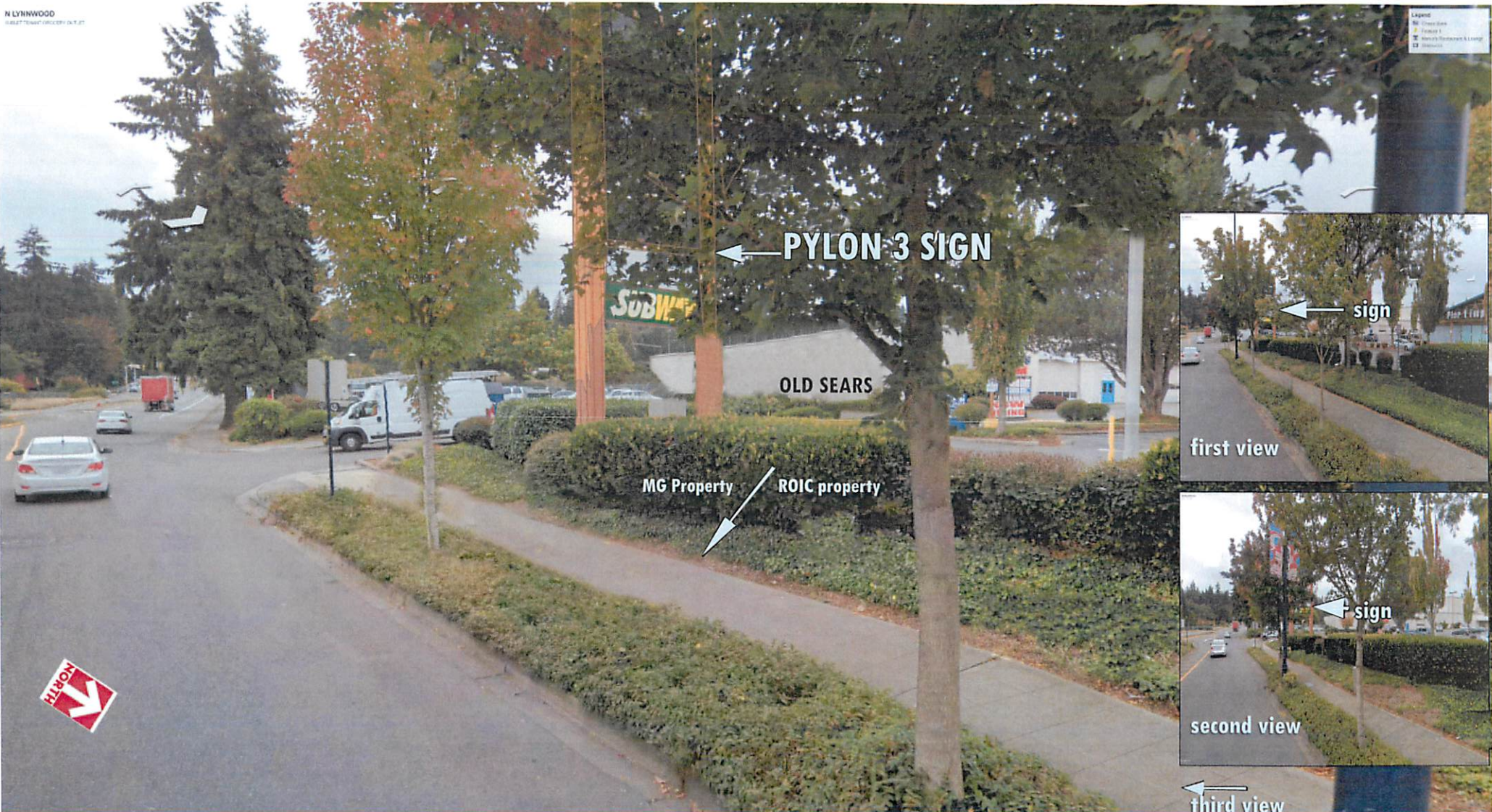


EXISTING



PROPOSED

Proposed new trim is for concept only



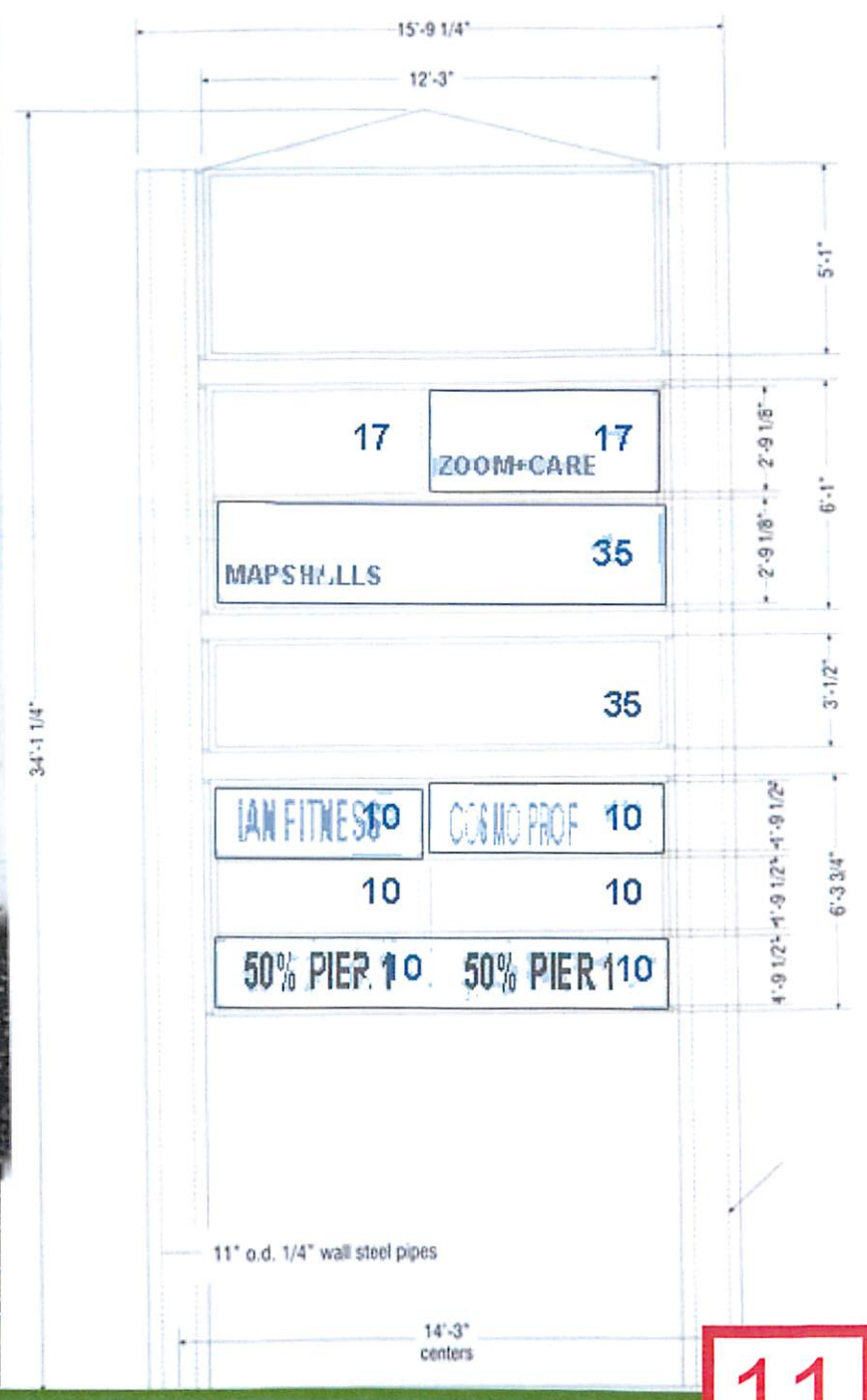
PYLON '3' (on MG property NAP)

Aurora Sq., Shoreline WA





existing 2



34'-1 1/4"

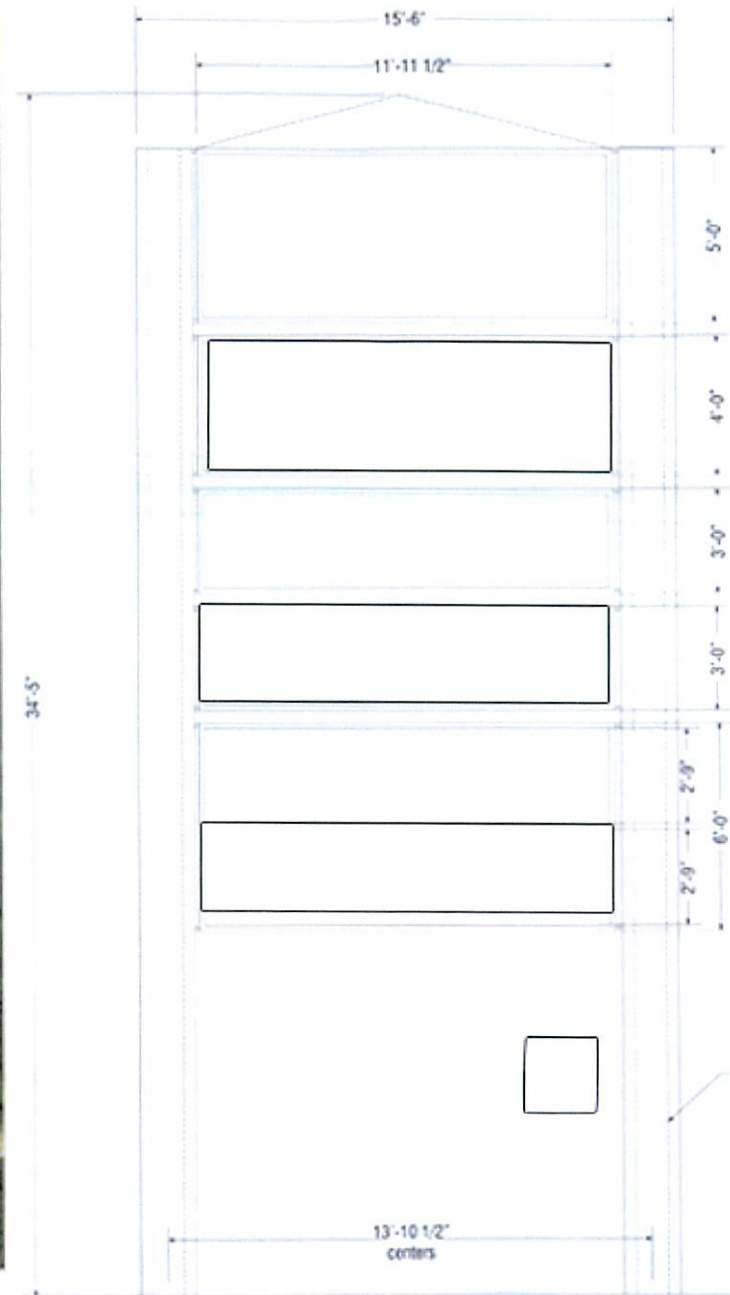
11" o.d. 1/4" wall steel pipes

14'-3" centers

234.1 Sq. Ft.

Elevation- Sign #2
Scale: 1/4" = 1'-0"

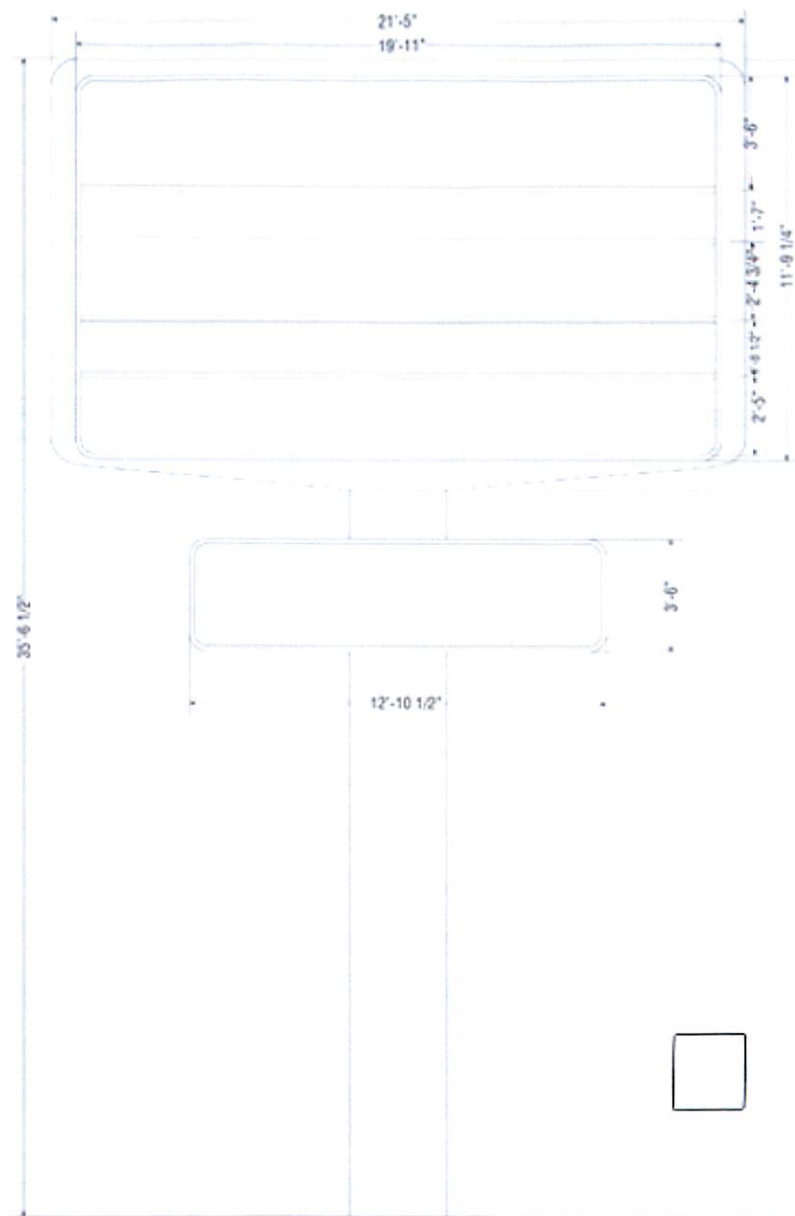
11



Elevation- Sign #3
Scale: 1/4"=1'-0"

250.6 Sq. Ft.

12



1 Elevation Sign #4
Scale: 1/4"=1'-0"

273.6 Sq. Ft.

SHORELINE PLACE

Aurora Sq. corner of 160th



PYLON 'd'

to serve as an identifying landmark for SHORELINE PLACE and to help orient traffic and destinations. This rendering is for general positioning only and should not be considered as a final design

SHORELINE PLACE

Shoreline WA

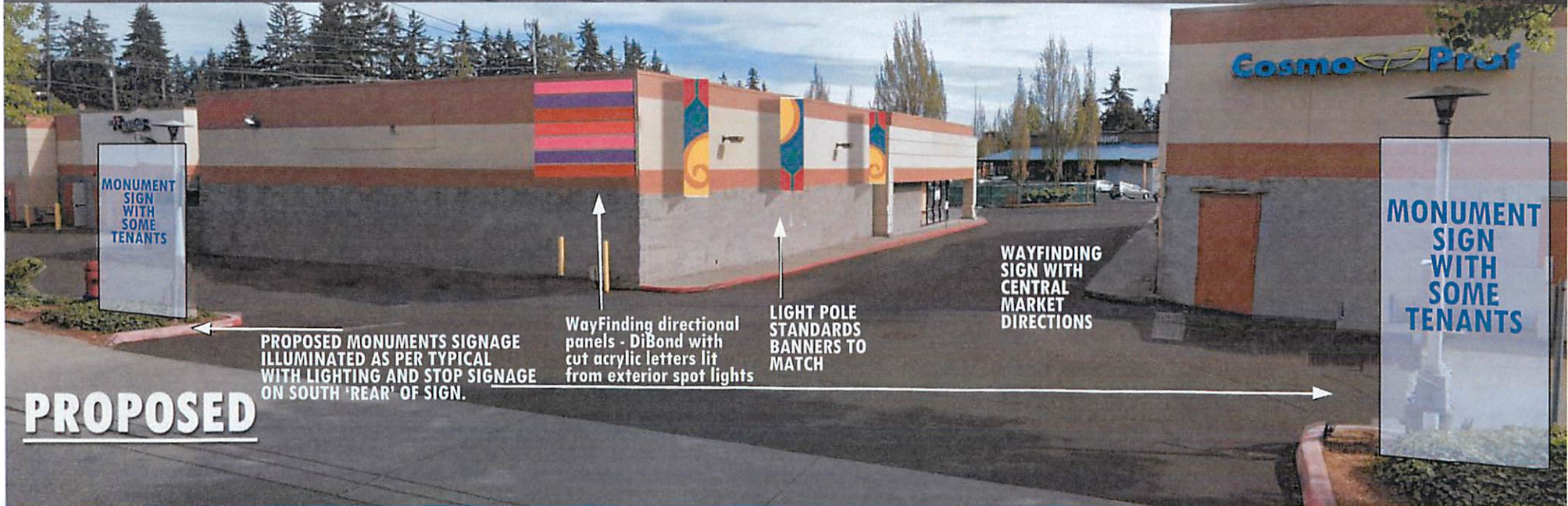
ROIC

14

SHORELINE PLACE

Aurora Square
160th street entrance
slot in in-line REAR ENTRANCE

EXISTING



PROPOSED

PROPOSED MONUMENTS SIGNAGE ILLUMINATED AS PER TYPICAL WITH LIGHTING AND STOP SIGNAGE ON SOUTH 'REAR' OF SIGN.

WayFinding directional panels - DiBond with cut acrylic letters lit from exterior spot lights

LIGHT POLE STANDARDS BANNERS TO MATCH

WAYFINDING SIGN WITH CENTRAL MARKET DIRECTIONS



MONUMENT SIGN proposed 'f' access from N. 160th St. Aurora Sq., Shoreline WA



Nora Gierloff

From: Robert Doran <rdoran@roireit.net>
Sent: Wednesday, July 1, 2020 7:32 AM
To: Nora Gierloff
Subject: Fwd: [EXTERNAL] FW: [EXTERNAL:] Re: CRA Sign Code Update

CAUTION: This email originated from outside of the City of Shoreline. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Nora:
Responding back to your questions/responses:

1. Overpass rendering was just a suggestion as a result of comments by PC members. May be non applicable to the task at hand.
2. In our opinion keeping pylon signs in their current locations that have sight line challenges does not make sense. Relocations and monument signs in lieu of pylon signs would be more appropriate. I believe you may have touched on this more desirable option during the last PC meeting.
3. We agree the proposed new pylon sign suggested at the corner of Hwy 99 & N. 160th would require additional due diligence. It would be our hope PC would consider and support pending future outcomes and adherence to existing sign codes. Considering the high traffic counts at this intersection we believe this location is appropriate for a large pylon sign.
- 4/5. We suggest maximum flexibility be put into the code upgrade as to the amount, locations and sizes of future monument signs based on existing conditions and desired optimal outcomes for all affected property owners.

At this point we would request this presentation be forwarded to PC members along with our correspondence to date which should help in clarifying ROIC positions. We are available for a call if you so desire to further discuss.

We look forward to working with you, the city and PC members as we move the process forward.

Thank you.

Sent from my iPhone

Begin forwarded message:

From: Nora Gierloff <ngierloff@shorelinewa.gov>
Date: June 29, 2020 at 12:15:41 PM PDT
To: Robert Doran <rdoran@roireit.net>
Subject: Re: [EXTERNAL] FW: [EXTERNAL:] Re: CRA Sign Code Update

Hi Robert,

Thanks for getting back to me with some additional information for the sign code discussion. I looked through the drawings and had some questions and comments.

- 1) The proposed sign on the overpass would be regulated under:
20.50.540 B. Private Signs on City Right-of-Way. No private signs shall be located partially or completely in a public right-of-way unless a right-of-way permit has been approved consistent with Chapter [12.15](#) SMC and is allowed under SMC [20.50.540](#) through [20.50.610](#).

This would not be affected by the scope of the current code amendments and the ROW permit would be approved by the Public Works Department, not the Planning Commission, so it might be confusing for the PC to have it included in the packet. I would suggest removing page 5 and having a separate discussion with PW about that sign.

- 2) It looks like you are proposing a different approach to regulating pylon sign locations than the “lifestyle frontages” shown on Map 20.50.620.B.

Sign #	Owner	Proposal
1	ROIC	Animal hospital pylon replaced by a monument
2	ROIC	Retain/reface existing multi-tenant pylon
3	Merlone Geier	Remove and replace pylon with monument (new sign shown on ROIC property)
4	Merlone Geier	Retain pylon
D	ROIC	New pylon at corner of 160 th and Aurora

- 3) New pylon D does not appear to meet the clear sight triangle requirements in the Engineering Design Manual <https://www.shorelinewa.gov/home/showdocument?id=46272> Section 13.8. Including this image in the packet will not be helpful for the PC if the sign could not be approved due to traffic safety requirements. Please amend the corner detail on page 14 to include the clear sight triangle dimensions.
- 4) Proposed monument signs B and C are not located adjacent to driveways. Are you proposing to remove that requirement from the code?
- 5) Proposed monument signs E and F do not appear to meet the clear sight triangle requirements in the Engineering Design Manual and would require removal of one or more trees (p. 15 and 16). They also appear to be approximately 8’x4’ or about 32 square feet per side. Are you proposing to reduce the allowed size of monument signs from the 100 square feet currently permitted? The difficulty of placing monument signs at the number and size permitted in the current code was the reason behind my suggestion that you provide a realistic depiction of what could be installed to aid the PC’s decision making.

Overall, if your illustrations reflect something other than the currently proposed sign regulations please be clear about what code revisions you are suggesting to achieve that desired signage. The PC would need to amend the proposed code language to implement your suggestions, so it would be helpful to them to explicitly state your proposed code edits.

Changes to the Engineering Design Manual are outside of the scope of this code update, but PW is accepting comments until July 1st here:

<https://www.shorelinewa.gov/government/departments/public-works/engineering-standards/engineering-development-manual-feedback-form>

I appreciate your efforts to help us develop the most effective sign code for Shoreline Place,

Nora

From: Robert Doran <rdoran@roireit.net>
Sent: Monday, June 29, 2020 8:47 AM
To: Nora Gierloff <ngierloff@shorelinewa.gov>
Subject: [EXTERNAL] FW: [EXTERNAL:] Re: CRA Sign Code Update

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Robert Doran
Director of Development & Construction
RETAIL OPPORTUNITY INVESTMENTS CORP
11250 El Camino Real, Suite #200
San Diego, CA 92130
Office: 858-255-4920

From: Robert Doran
Sent: Monday, June 29, 2020 8:40 AM
To: ngierloff@shorelinewa.gov
Subject: FW: [EXTERNAL:] Re: CRA Sign Code Update

Nora:

Thanks for reaching out. Please find attached an initial pass by our designer as it relates to some suggestions to the proposed Sign Code Update to be considered. Perhaps it would be beneficial if we get on a call tomorrow to review in order to better understand the reasoning behind the suggestions? If so please provide me some times tomorrow & I will send out an e-invite.

Thank you.

Robert Doran
Director of Development & Construction
RETAIL OPPORTUNITY INVESTMENTS CORP
11250 El Camino Real, Suite #200
San Diego, CA 92130
Office: 858-255-4920

From: Nora Gierloff <ngierloff@shorelinewa.gov>
Sent: Wednesday, June 17, 2020 9:31 AM
To: Robert Doran <rdoran@roireit.net>
Subject: [EXTERNAL:] Re: CRA Sign Code Update

Hi Robert,

Just following up. If you would like to submit any visuals in support of your comments I would need to receive them by July 1st in order to include them in the staff report for the public hearing.

Please let me know if you have any questions,

Nora

From: Nora Gierloff
Sent: Friday, June 5, 2020 12:23 PM
To: Robert Doran <rdoran@roireit.net>
Subject: CRA Sign Code Update

Hi Robert,

Thanks for taking the time to participate in the PC meeting last night. I've put some brief follow up information to your questions below but would be happy to discuss the proposed changes with you in more detail.

The proposed Sign Code Update for Shoreline Place is deleterious in the following ways:

1. Reduces current (4) pylons signs to (3). Some tenants will be forced to lose their pylon sign rights thus affecting their business.

I don't know the full legislative history on this, but it seems like a fair amount of effort was put into crafting the current pylon sign regulations. The property owners will need to explore their options. ROIC controls the portion of 160th that is eligible for a pylon sign location (across from MB Zoning). However, there is not much room to place a sign in this part of the 160th St frontage due to the fire lane and utilities. ROIC shares the Aurora frontage eligible for a pylon sign with Grassmueck (Alexan). MGP controls the Westminster frontage eligible for a pylon sign.

2. Not allowing taller pylons signs at the center will negate any effectiveness.

After listening to another property owner's concerns we proposed to remove the requirement to lower the pylons from 35' to 25'. The current pylon signs have limited visibility and I think that will be further reduced as multi-story buildings are constructed, even if signs were allowed to be even taller.

3. As currently written the new sign code will restrict the amount of tenant advertising on the pylon signs and hurt property owners leasing abilities to attract new and to retain existing tenants.

I heard this concern from another property owner who gave earlier comments and that is why the proposal would reduce the amount of sign area devoted to center identity from 25% to 15% on the pylon signs and 50% to 15% on the monument signs.

4. Requiring all tenants on the pylon signs to adhere to a predetermined uniform color, will cause tenants to lose their branding ability & cause tenants to relocate to other centers and/or cities.

A common design theme for center identification seemed to be a big part of the rationale for creating a separate CRA sign code in 2015. We are not proposing to change that. There were

some draft sign designs proposed but they were never formally adopted. Given the time that has passed and the new players this should be revisited as a next step.

<http://www.shorelinewa.gov/home/showdocument?id=31534>

CITY OF SHORELINE

CITY OF SHORELINE / AURORA SQUARE • Brand Report • October 1, 2015 The Aurora Square project takes into consideration multiple aspects of influence. We understand this project is a branding process, not a “rebranding,” in that the property has never truly had it’s own identity. With outsiders of the property considering it to be the “Sears property,” we know

www.shorelinewa.gov

5. Not allowing (2) monument signs per entry will reduce retail tenants marketing abilities & ultimately affect sales.

The monument signs allowed are 100 sf, double sided and up to 8' tall. It seems difficult to place two 8' by 12' walls on each side of a driveway without removing trees and blocking sight lines for drivers. It might be helpful for the PC if you were to show how this could be done on the ROIC property.

6. Dual monument signs at entry points typically identify to customers where to enter the center & portray a higher end shopping experience.

The PC did indicate that a visual could help them reach a decision on this point.

I am working remotely but you can reach me through my office number. Hope to hear from you,

Nora Gierloff, AICP



Planning Manager

Planning & Community Development
(206) 801-2551

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2020

ENGINEERING DEVELOPMENT MANUAL



Public Works Department

City of Shoreline

17500 Midvale Avenue North

Shoreline, WA 98133

roads, or highways are altered through resurfacing. This includes asphalt overlays or addition of new asphalt/concrete roadway surface.

13.8. Clear Sight Triangle

A. General:

These guidelines establish clear sight triangles around all intersections and driveways, which shall be kept clear of sight obstructions. The clear sight triangle is determined by the type of intersection control and the speed limit on the major road or street entered upon.

In cases involving grades greater than three (3) percent, number of lanes greater than two (2), skewed intersections, or for design vehicles other than passenger cars, the below sections shall be adjusted based on the sight distance procedures in the most current edition of *A Policy on Geometric Design*, AASHTO.

For sight triangle requirements as they relate to bicycle facilities, refer to the most current edition of *A Guide for the Development of Bicycle Facilities*, AASHTO.

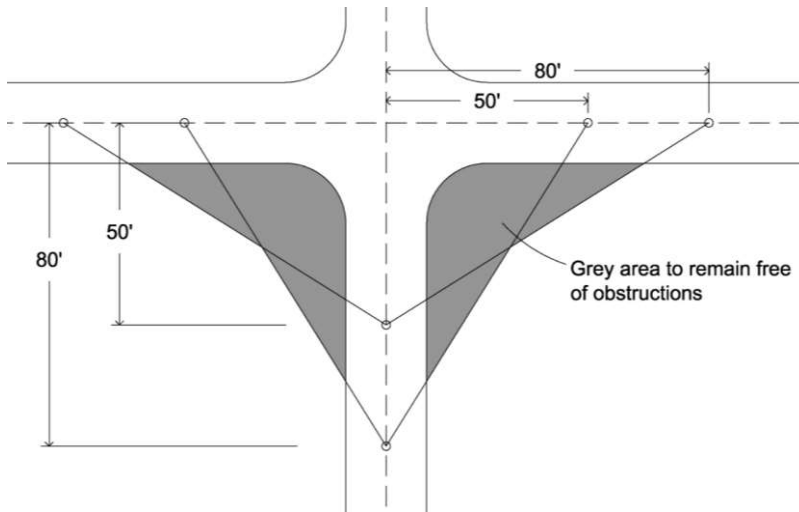
B. Obstructions:

Unless specifically approved by the Director, no structure, improvement, vegetation or other object between two and a half (2.5) feet and eight (8) feet above street grade may be within the clear sight triangle. The driver's eye height position shall be taken from a position three and a half (3.5) feet above pavement grade.

C. Clear Sight Triangle Dimensions – Intersections:

1. Uncontrolled Intersection. For intersections with no traffic control on any approach the clear sight triangle for vehicles shall be defined as shown in Figure 2.

Figure 2. Sight Triangles for Uncontrolled or Yield Controlled Intersections



2. Stop Control on Minor Street:

For intersections with stop control on the minor street only, the clear sight triangle for vehicles shall be defined as shown in Figure 3 and Table 13. For stop control intersections the decision point shall be ten (10) feet back from the edge of the traveled way. The minimum required sight distance is the Stopping Sight Distance for the major roadway, shown in Table 13 below.

The traveled way is the portion of the road intended for the movement of vehicles and bicycles exclusive of shoulders, turn lanes, and on street parking.

Figure 3. Departure Sight Triangles for Stop Control on Minor Street

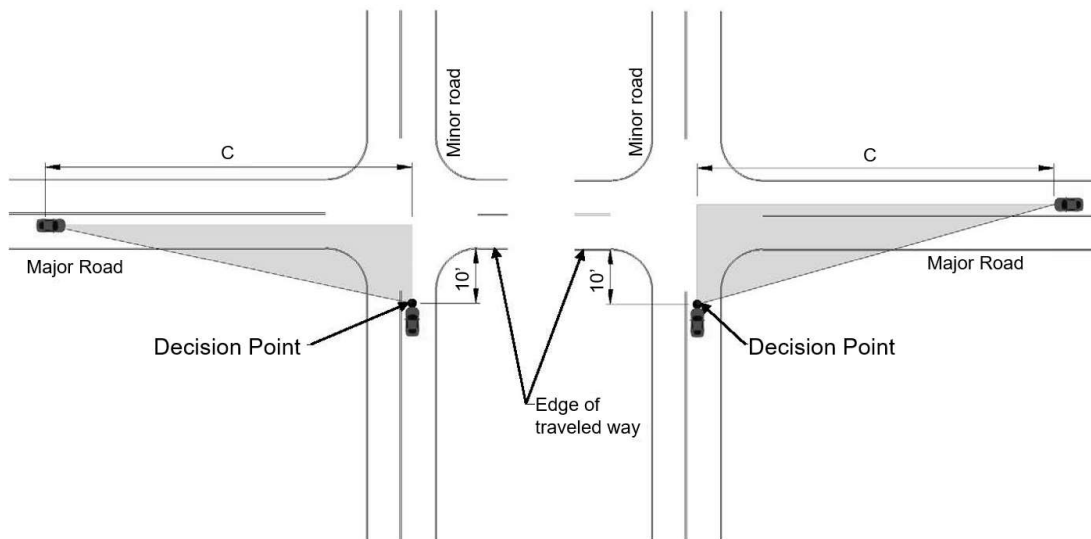


Table 13. Sight Distance for Stop Control on Minor Street

Posted Speed Limit (mph) on Major Road	Recommended C (ft) <i>Desireable</i>	Required C (ft) <i>Minimum*</i>
25	280	145
30	335	180
35	390	220
40	445	260

**Minimum shall only be used to evaluate existing conditions or when Desireable can not be obtained.*

3. Signalized Intersection:

At signalized intersections, the first vehicle stopped on one approach shall be visible to the driver of the first vehicle or bicycle stopped on each of the other approaches. The first stopped vehicle on one approach shall also be able to see pedestrians within the legal crosswalk on all of the approaches. Left-turning vehicles shall have sufficient sight distance to select gaps in oncoming traffic and complete left turns. For sight lines to traffic signal displays, refer to WSDOT *Design Manual* Chapter 1330. For right turn on red movements, criteria for stop control on minor streets (Figure 3 and Table 13) shall apply.

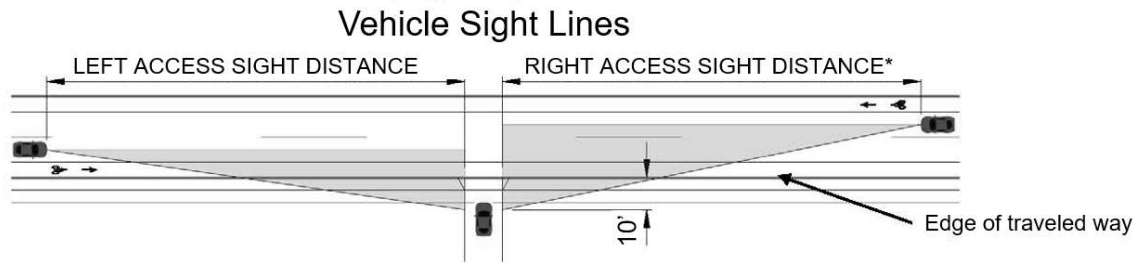
4. All-Way Stop Intersection:

At intersections with all-way stop control, the first stopped vehicle on one approach shall be visible to the drivers of the first stopped vehicles or bicycles on each of the other approaches. The first stopped vehicle on one approach shall also be able to see pedestrians within the legal crosswalk on all of the approaches.

D. Clear Sight Triangle Dimensions – Driveways:

Driveways not controlled by traffic signals operate like intersections with stop control on the minor approach. The applicable sight distance triangles for vehicles and pedestrians are shown in Figure 4 and Table 14.

Figure 4. Driveway Sight Triangles



*Right Access Sight Distance is not required if left turns into/out of the driveway are prohibited.

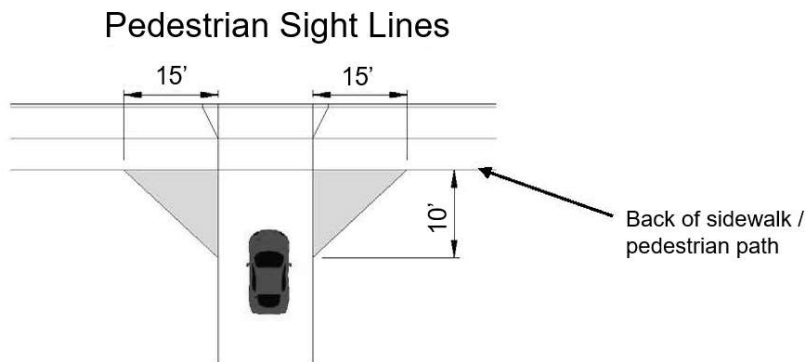


Table 14. Clear Sight Distance for Driveways

Major Road Volume (ADT)	Major Road Speed Limit (MPH)	Access Sight Distance (ft) <i>Desireable</i>	Access Sight Distance (ft) <i>Minimum*</i>
<6000	25	155	155
	30	200	200
	35	250	250
>6000	25	280	155
	30	335	200
	35	390	250
	40	445	305

*Minimum shall only be used when *Desireable* can not be obtained.

13.9. Pedestrian Sight Distance

- A. The minimum sight distance for pedestrian safety shall be determined as follows: the driver of an existing vehicle shall be able to view a one (1) foot high object 15 feet from

either edge of the exit lane at the driveway throat when the driver's eye is ten (10) feet behind the back of the pedestrian walkway.

- B. The minimum sight distance shall be maintained at all driveways, buildings, and garage entrances where structures, wing walls, etc., are located adjacent to or in close proximity to a pedestrian walkway.

PLANNING COMMISSION AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Housing Action Plan Briefing
DEPARTMENT: Planning & Community Development
PRESENTED BY: Nora Gierloff, Planning Manager

Public Hearing
 Discussion

Study Session
 Update

Recommendation Only
 Other

INTRODUCTION

The 2020 Planning and Community Development work plan included a Housing Choices Project to expand the types of housing in Shoreline by exploring the “missing middle” suite of options including cottages, tiny houses, vacation rentals and accessory dwelling units.

In 2019 the Washington State Department of Commerce offered Growth Management Services Grants to fund creation of Housing Action Plans. Shoreline applied for and received \$94,000 in grant funds that allowed the City to hire consultants to develop a Housing Action Plan that would expand the scope of the Housing Choices Project. This will include performing a deeper analysis of existing housing conditions (Housing Needs Assessment), evaluating the effectiveness of the current incentives, identifying additional housing tools and types (Housing Toolkit), supporting public outreach efforts, and developing a prioritized schedule of strategies to address community housing needs, see Attachment A. This work will also set the stage for an update to the Housing Element of the Comprehensive Plan, which is due by June 2024.

The Planning Commission is being briefed on the scope and schedule of this work in preparation for their review of the Housing Action Plan in the fall.

BACKGROUND

Development of a Housing Action Plan will help to implement City Council Goal 1: Strengthen Shoreline’s economic climate and opportunities. The Council goals include an action step of:

“Encourage affordable housing development in Shoreline and engage the community to determine which additional housing types and policies may be appropriate for Shoreline and codify standards for selected styles.”

As of 2017, over one-third of Shoreline’s households paid 30% or more of their income for housing costs. Among renters 43% are cost burdened, with 22% extremely cost burdened, and among homeowners, 29% are cost burdened, with 10% extremely

burdened. The King County Housing Authority owns and operates eleven apartment complexes in Shoreline that provide low to moderate income housing. Of those, 812 units are available to families and 410 are dedicated to seniors and disabled residents. Compass Housing Alliance operates Ronald Commons which provides 60 units of low and very low income housing along with 25 units of permanent supportive housing for veterans.

Shoreline has adopted a progressive set of regulations and incentives for affordable housing. Currently there are 278 apartments being rented at affordable rates for 12 years through the Multi-Family Tax Exemption (MFTE) program, with 272 more affordable units under construction. Overall 2,083 apartments have been developed in Shoreline over the past five years with another 1,050 in the permitting pipeline.

The vast majority of the new housing being developed in Shoreline is higher cost townhouses and studio and one-bedroom rental apartments. The number of cost-burdened residents will likely increase without additional action to increase affordable housing preservation and production. Under current trends owner occupied and family sized housing units will make up a smaller proportion of Shoreline's housing stock in the future.

The Action Plan will evaluate the effectiveness of current incentives and regulations and make recommendations for fine tuning or adding additional tools. The Plan will also explore how to ensure that the current rapid growth in the City's housing stock does not leave out our cost-burdened residents, including those in the middle earning 80% to 120% of area median income (AMI). By developing options for additional housing types for densities between single family and mid-rise apartments Shoreline could diversify its housing stock and promote infill in lower density residential zones.

PROPOSAL & ANALYSIS

Shoreline was one of 26 cities and subareas to receive a Housing Action Plan grant under the Commerce program. We have participated in grantee meetings to share information and outreach approaches. Following is a more detailed discussion of the Plan components.

Housing Needs Assessment

Community Attributes, our consultants, have completed the Housing Needs Assessment. This is an analysis of Shoreline's existing housing stock, population demographic trends, housing affordability and forecasted housing needs, see Attachment B. Some of the findings include:

- The households most likely to be cost burdened in Shoreline are renters below 50% AMI. Shoreline needs more dedicated affordable units serving renters in this income segment. This is best accomplished in partnership with nonprofit and public housing providers.
- Shoreline has an overall housing shortage that is part of a regional lack of supply. This has had upward pressure on prices, particularly home sale prices. The current median home is now out of reach of the typical Shoreline family.

- Rents have risen so that renters between 50% and 80% AMI will now struggle to find affordable housing in Shoreline. Renters above 80% AMI will now struggle to build sufficient savings to buy a home.
- Most of Shoreline’s households consist of one or two people. Among these households there are two potential subgroups to consider for housing planning purposes – seniors and young adults. There is strong demonstrated demand for townhouses, consistent with this demographic. There may be untapped demand for additional small housing types, such as cottage housing and small-lot single family development.
- Shoreline’s midcentury single-family homes will be attractive for redevelopment as prices rise. This will bring a shift toward more multifamily development in multifamily zones, and more high value, large homes in single family zones. As prices rise, Shoreline will likely attract more high-income households.

Communications Plan

Our public outreach approach for the Plan has had to pivot rapidly due to COVID-19 related restrictions on in-person meetings and events. We have shifted our focus groups to virtual meetings and will be relying on a web-based survey and “online open house”. As the public health situation continues to evolve we will look for any opportunities to try new outreach methods and ways of reaching our multi-family residents, see Attachment C.

Public Outreach has started with the recruitment of the Technical Advisory Group (TAG) who held their first meeting on July 7th. In addition to City staff the group includes architects, affordable and market rate housing developers, a supportive housing provider and a housing policy agency. We will be looking to them for overall policy guidance and direction.

Stakeholder focus groups will be convened around topic areas such as homelessness and shelters, barriers to affordable housing development, community issues, and family sized housing.

Housing Toolkit

This will start with an analysis of Shoreline’s existing housing policies and incentives such as density bonuses, fee waivers etc. to determine their effectiveness in creating quality, affordable housing. Then we will evaluate new approaches and best practices that may be relevant to Shoreline’s particular housing needs. This will include options for the “missing middle” housing types such as cottage housing, tiny houses and accessory dwelling units.

Comprehensive Plan Housing Element

Shoreline’s current housing element goals and policies will be evaluated in light of the analysis in the Housing Action Plan. We will draft recommendations for updated language to address underserved populations and innovative housing types.

TIMING AND SCHEDULE

The City accepted the Commerce grant, selected consultants and began work on the Plan during the first quarter of the year. During the second quarter the consultants

completed the Housing Needs Assessment and Communications Plan. This summer we will gather public input on the different policy and regulatory options in the Housing Toolkit. This fall we will begin review of the Plan with the Planning Commission and City Council. Under the grant terms the final Plan will need to be adopted by the City Council no later than June 30, 2021.

RECOMMENDATION

No action is needed for this briefing. Staff will return in the fall to review the Housing Toolkit recommendations.

ATTACHMENTS

Attachment A – Housing Action Plan Scope
Attachment B – Housing Needs Assessment
Attachment C – Communications Plan

City of Shoreline

Housing Action Plan Scope of Work

The goal of the housing action plan is to encourage construction of additional affordable and market rate housing in a greater variety of housing types and at prices that are accessible to a greater variety of incomes.

Action 1: Housing Needs Assessment

Quantify existing and projected housing needs for all income levels, including extremely low-income households, with documentation of housing and household characteristics, and cost-burdened households.

Step 1.1: Document Current Conditions

Data should document the type and age of housing within the community, and the demographics of the households within the communities. It should look across income segments and identify how many households in each income segment are paying more than 30 percent of their income for housing costs (cost burdened). It should also identify existing housing for special needs populations.

Step 1.2: Analyze Population and Employment Trends

Population analysis should consider whether Shoreline's growth is on track to accommodate the city's portion of the countywide population allocation projected over the 20-year planning period, along with regional population trends. The analysis should also project population demographics and income levels for the planning period and identify the types and densities of housing that are needed for housing suitable and affordable for all demographic and economic segments. This analysis should specifically consider underserved categories such as senior independent and assisted living. For more information see WAC 365-196-410. Employment trends should look at the jobs in the region, along with the income levels of the jobs, and may consider the jobs/housing balance in the community. Does the new housing stock being built match the future population needs?

Action 2: Housing Toolkit to Address Unmet Housing Needs

Develop strategies to increase the supply of housing and variety of housing types needed to serve the housing needs identified in Action 1. Consider strategies to minimize displacement of low-income residents resulting from redevelopment.

Step 2.1: Analyze Existing Affordable Housing Regulations and Incentives

Inventory Shoreline's current regulatory and financial incentives for affordable housing including parking, density bonuses, height increases, and fee waivers. Quantify the number and, where possible, affordability of units that have been created under Shoreline's existing zoning and incentives over the past 5 years, including pipeline projects. Identify the most effective measures. Identify incentives that have not been used and regulations that limit or discourage quality, affordable housing.

Step 2.2: Recommend New Tools

Identify additional tools relevant to Shoreline's housing needs including new housing types, incentives, regulations, partnerships and resources. Specific recommendations should be made for "missing middle" housing including cottage housing, tiny houses and ADUs. Describe the purpose and target population for each tool, provide examples from other jurisdictions, and evaluate the feasibility of the tool in Shoreline. Policy actions can be evaluated on whether they are short term, or long term, how effective they are, or whether they have a fiscal impact.

Step 2.3: Identify Strategies to Minimize Displacement

Economic displacement occurs where low-income residents are forced out of traditional low-cost areas as redevelopment occurs and rents rise. Strategies to minimize displacement include preserving existing affordable housing, encouraging greater housing development, including, but not limited to affordable housing (so more housing is available for all income segments), engaging existing residents in identifying strategies, and taking a broader look using regional rather than localized strategies.

Action 3: Review Housing Element

Review and evaluate the current Comprehensive Plan Housing Element including an evaluation of success in attaining planned housing types and units, achievement of goals and policies, and implementation of the schedule of programs and actions.

Step 3.1: Recommend Updates

Evaluate the housing element goals and policies for items that have been implemented/achieved since adoption. Identify whether new comprehensive plan goals or policies are needed to support new tools identified in the Housing Toolkit that promote the size and types of housing that can be affordable to most economic segments of the population. Recommend any new or modified goals and policies needed to address underserved housing types or populations identified in the Housing Needs Assessment.

Action 4: Public Outreach and Input

Provide for participation and input from an inclusive and diverse group of community members, community groups, local builders, local realtors, and nonprofit housing advocates.

Step 4.1: Invite Comments at Key Points

Conduct focus groups or interviews with key stakeholder groups such as housing developers. Invite broad participation from all parts of the community through a survey, open house, public hearing or other means to understand and communicate the issues around housing. Members of the public can provide information and perspective on how the community can meet the state requirements to plan for housing affordable to all economic segments.

Action 5: Housing Action Plan

Develop a schedule of programs and actions to implement the recommendations.

Step 5.1: Summary of Findings

Summarize the key analysis, comments, issues and recommendations from Tasks 1-4.

Step 5.2: Non-Project SEPA Analysis

Draft a SEPA checklist for the draft Plan, distribute it and respond to comments.

Step 5.3: Recommended Actions

Propose a cohesive set of actions including regulations, incentives, partnerships and policy updates tailored to Shoreline's specific needs and conditions. Include a timeline for accomplishing these changes and budget implications for any consultant support, environmental review, waived fees or staffing necessary for the work.

Shoreline Housing Needs Assessment

Draft

June 23, 2020

Prepared by:



Prepared for:





*Community Attributes Inc. tells data-rich stories about communities
that are important to decision makers.*

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INTRODUCTION

Background and Purpose

The City of Shoreline is developing a Housing Action Plan with support from the Washington State Department of Commerce. Washington State House Bill 1923 enacted one-time planning grants for cities to complete specific actions to support housing affordability. Shoreline received a grant to develop a Housing Action Plan, one of the eligible options under the grant program.

The Housing Action Plan will provide city-led actions and initiatives to encourage sufficient affordable and market rate housing at prices accessible to all of Shoreline's households, now and in the future. The Plan's content will be informed by two products – the Housing Needs Assessment and the Housing Toolkit. This Housing Needs Assessment provides the quantitative data and analysis required to understand Shoreline's housing needs. The Toolkit will identify appropriate options to address those needs.

In addition to this Needs Assessment, the Plan and Toolkit will be informed by stakeholder input. This will include input from technical experts, such as developers and affordable housing providers, as well as the broader public. Broader public outreach will emphasize engaging stakeholders most impacted by housing challenges in Shoreline.

Methods

The analysis in this report relies on secondary data analysis. The analysis leverages data published by federal, state and local government resources, as well as private real estate data vendors, such as CoStar and Zillow. This report also leverages internal City of Shoreline data sources, including its buildable lands analysis and permit database.

Organization of this Report

The remainder of this report is organized as follows:

- **Executive Summary** presents key findings from the report
- **Shoreline Housing Affordability Overview** provides general context on Shoreline and its planning context
- **Historic Trends and Current Conditions** describes Shoreline's population, employment, and housing stock, historic and current
- **Forecasts and Housing Needs** identifies the City's growth trends and how they relate to housing needs
- **Housing Needs Assessment** provides strategic guidance for the Housing Action Plan

EXECUTIVE SUMMARY

Growth Trends

The City of Shoreline is transforming from a single-family residential community to a mixed-use community featuring several dense transit-oriented centers. While the housing stock is still predominantly single-family, in 2020 recent housing production has favored multifamily units and townhouses. Large new multifamily developments have been concentrated along Shoreline’s east-west corridors and Aurora. There is an east-west split within the City, with more multifamily and rental housing east of Aurora, and more high value single family development west of Aurora. The number of renter households increased by 21% from 2000 to 2018 while home ownership remained flat.

Much of Shoreline’s single family housing stock was built in response to the post-World War II housing boom, and is now aging. Since 2000, Shoreline’s population growth has been slow and steady while the rest of the region has been growing rapidly. When the City’s two new light rail stations open in 2024, it may begin to capture a higher share of regional growth and more rapid changes to the built environment. As housing prices increase, redevelopment will be feasible for more of the City’s older homes. This could bring the potential for displacement and substantial neighborhood change.

Employment

Shoreline has a jobs-housing ratio of 0.7, which compared to a regional ratio of 1.3 indicates Shoreline exports more workers than it brings in or retains. Seattle is both the most common destination for Shoreline’s employed residents and the most common place of residence for its workers. The largest share of jobs in Shoreline are in the services sector, and the number of jobs in this sector has been steadily increasing over time. Job growth in other sectors has been relatively flat.

Demographics

Most of Shoreline’s households consist of only one or two people, renters and homeowners included. As most homes are three bedrooms or larger, this suggests that young families may move to Shoreline with plans to grow. Age composition data supports this observation. The City has a large workforce-age population, with recent growth for adults age 25-34 and a small increase in children under 5. At the same time, the City may be drawing an increasing number of retirees, and experienced a small bump in its population age 65-74.

Shoreline has a more balanced income distribution compared to many of its peers around the region, which tend to have either more high-income or more

low-income households. As home prices rise, the City could see a shift toward more high-income households. There is a split market for rental housing, with large concentrations of renter households with incomes above the median and also below 30% of the median.

Housing Market

Demand for housing is high, and the City has not had more than three or four months' worth of supply for sale at any point since 2012. Home prices have appreciated more rapidly in recent years compared to similar Puget Sound cities. The median-priced home (\$620,000) might be out of reach of the median family household in Shoreline (\$100,756 annual income). Rents have also been climbing, though at a similar rate to the region. Today a household must earn at least \$82,000 per year to afford the median rent of \$2,055, compared to \$57,700 to afford the 2010 median, \$1,444.

Households with incomes below 50% area median income (AMI) are the most likely to face affordability challenges in Shoreline, as is the case throughout King County. Cost burden may expand for higher income households as costs rise.

SHORELINE HOUSING AFFORDABILITY OVERVIEW

Current Snapshot

Shoreline is a city of 56,400 people in 2019 with 17,000 jobs locally. The City incorporated in 1995 as part of the Growth Management Act's requirements for all unincorporated areas in King County's Urban Growth Area to incorporate or annex into a city.

The area that became Shoreline was heavily developed following World War II as housing to accommodate new families. Today, most of the City's housing stock is single family, and a large share remains that was built in the 1950s. Despite its more suburban heritage, the City has experienced a strong shift toward multifamily housing production in recent years.

Shoreline has a strong workforce population, with a high concentration of adults between the ages of 25 and 55. The city's employment base consists of services and retail that serve local residents and surrounding areas. Shoreline's commercial areas are concentrated along major arterials and state highways. Nearly half of Shoreline's resident labor force works in Seattle, as well as in King County Eastside and Snohomish County cities. Shoreline Community College is both a major employer for the city and a major attraction for surrounding areas.

While the workforce-age population is still significant, the City is experiencing a shift toward more younger and older adults. The middle-aged population dropped significantly from 2010 to 2018. While there has been an increase in very young children, the overall number of households with children dropped during this period.

Over the past ten years, housing costs have risen in Shoreline along with the region. Today, the median-priced home is out of reach to the median income Shoreline family. Shoreline is diverse in terms of income distribution, and housing cost increases could push out many of its established residents. The City recognizes the benefits of a more diverse housing stock in support of a variety of households and lifestyles, including its current and long-time residents as they age and downsize.

Shoreline's proximity to Seattle and major transportation corridors, particularly two forthcoming light rail stations, creates interest in multifamily housing with regional transit access. Shoreline's public schools are well respected and attract families to its single-family zoned areas. The City desires to grow in a manner that fosters environmentally sustainable development patterns. Regional housing needs create a market and environment for Shoreline to consider new housing policies to respond to regional needs.

Planning and Policy Context

Existing Citywide Plans

The City adopted a Comprehensive Housing Strategy in January 2008. At that time, the community experienced increasing housing cost pressure for single family homes but had not yet experienced significant new multifamily development. The goals in this strategy focused on “expanding housing choice, increasing the number of affordable housing options and maintaining desirable neighborhood character”. The Strategy identified a lack of affordable housing and a lack of developable land. It anticipated increased demand for more rental housing and more diverse housing types, including to support existing homeowners as they age and downsize.

In advance of its 2012 Comprehensive Plan update, the City conducted a community visioning process from 2008 to 2009. In 2009 it adopted a 2029 vision for Shoreline based on this process, including 18 Framework Goals. Framework goals directly related to housing include:

- FG 3: Support the provision of human services to meet community needs
- FG 8: Apply innovative and environmentally sensitive development practices
- FG 9: Promote quality building, functionality, and walkability through good design and development that is compatible with the surrounding area.
- FG 10: Respect neighborhood character and engage the community in decisions that affect them.
- FG 12: Support diverse and affordable housing choices that provide for Shoreline’s population growth, including options accessible for the aging and/or developmentally disabled.
- FG 14: Designate specific areas for high density development, especially along major transportation corridors.
- FG 18: Encourage Master Planning at Fircrest School that protects residents and encourages energy and design innovation for sustainable future development.

Shoreline’s existing Comprehensive Plan Housing Element was adopted in 2012. The Element and its supporting analysis identify similar issues to those raised in the Comprehensive Housing Strategy. The Element’s policies are organized under the following themes:

- Facilitate Provision of a Variety of Housing Choices
- Promote Affordable Housing Opportunities

- Address Special Housing Needs
- Participate in Regional Housing Initiatives

At the time of the last Comprehensive Plan update, the final alignment for the Sound Transit Lynnwood Link Light Rail Extension had not yet been established. In 2015, Shoreline updated its Comprehensive Plan Land Use Element to incorporate Light Rail Station Area Planning Framework Goals for transit-supportive development in its future light rail station areas. This included establishing new land use designations to accommodate high densities in station areas and develop transitions to adjacent single family neighborhoods. The City also adopted subarea plans for the station areas.

Subarea Plans

Shoreline has developed subarea plans for several neighborhoods – Point Wells, Southeast Neighborhoods, Town Center, and 145th and 185th Station Areas.

Point Wells

Point Wells is located immediately north of Shoreline along the Puget Sound. While located in unincorporated Snohomish County, its only current road access is through Shoreline’s Richmond Beach neighborhood. Point Wells is currently zoned as “urban village” under Snohomish County’s zoning. This is consistent with a “neighborhood scale node with a mix of retail and office uses, public and community facilities, and high density residential dwelling units”. Both Woodway and Shoreline have identified Point Wells for future annexation. Woodway and Shoreline have an agreement to coordinate planning for Point Wells.

Southeast Neighborhoods

The Southeast Neighborhoods are located in Shoreline’s far southeast corner. The Plan preserves single family character while encouraging small-scale infill development, such accessory dwelling units and small-lot single family. The Plan identifies several mixed-use nodes with potential for high density residential development.

Town Center

Town Center is located in Shoreline’s core, along Aurora Avenue between 175th and 185th. The Plan envisions that Town Center will serve as Shoreline’s most significant urban center. It will serve as a focal point for Shoreline’s identity and sense of place.

145th and 185th Station Areas

The 145th and 185th Station Areas are Shoreline’s future light rail stations. The 185th Station Area is physically larger, but both station areas are planned to accommodate heights up to 70 feet. Both station areas are

envisioned to become “vibrant transit-oriented villages”, with a full range of housing choices and services.

Zoning and Land Use

Most of Shoreline’s acreage is currently zoned for single family development. The R6 and R4 zones accommodate a base density of six and four units per acre, respectively, and represent about 66% of Shoreline’s area. **(Exhibit 1)**

Exhibit 1. Land Allocation by Zone, Shoreline

Zone	Parcels	Share of Total		
		Parcels	Acreage	
R6	14,791	71.1%	4,692	51.4%
R4	1,117	5.4%	1,340	14.7%
C	44	0.2%	698	7.6%
MB	330	1.6%	367	4.0%
R12	588	2.8%	296	3.2%
MUR-70	580	2.8%	233	2.6%
R24	387	1.9%	217	2.4%
TC	263	1.3%	203	2.2%
CB	372	1.8%	198	2.2%
R18	353	1.7%	193	2.1%
R48	399	1.9%	190	2.1%
NB	153	0.7%	121	1.3%
MUR-45	537	2.6%	114	1.2%
MUR-35	458	2.2%	99	1.1%
R8	365	1.8%	97	1.1%
CZ	35	0.2%	48	0.5%
PA 3	21	0.1%	26	0.3%
Total	20,793	100%	9,133	100%

Source: City of Shoreline, 2020; CAI, 2020

R4 zones are concentrated in Shoreline’s higher income coastal neighborhoods, including Innis Arden and The Highlands. Mixed use and commercial zones are concentrated along major arterials, particularly Aurora Avenue. In the future, Town Center may compete for development with the light rail station areas located near I-5. **(Exhibits 2-3)**

Exhibit 2. Adopted Zoning, Shoreline, 2019

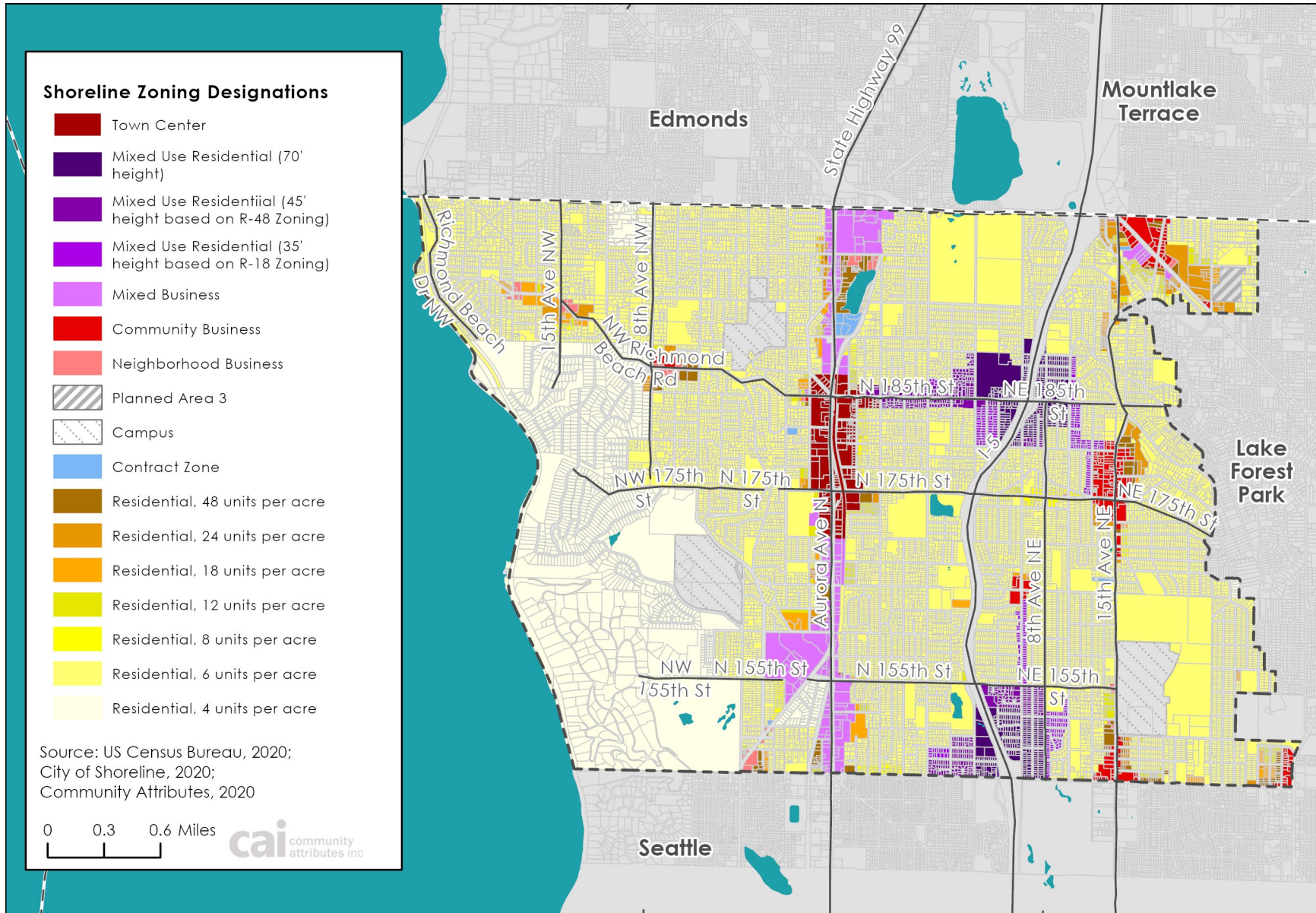
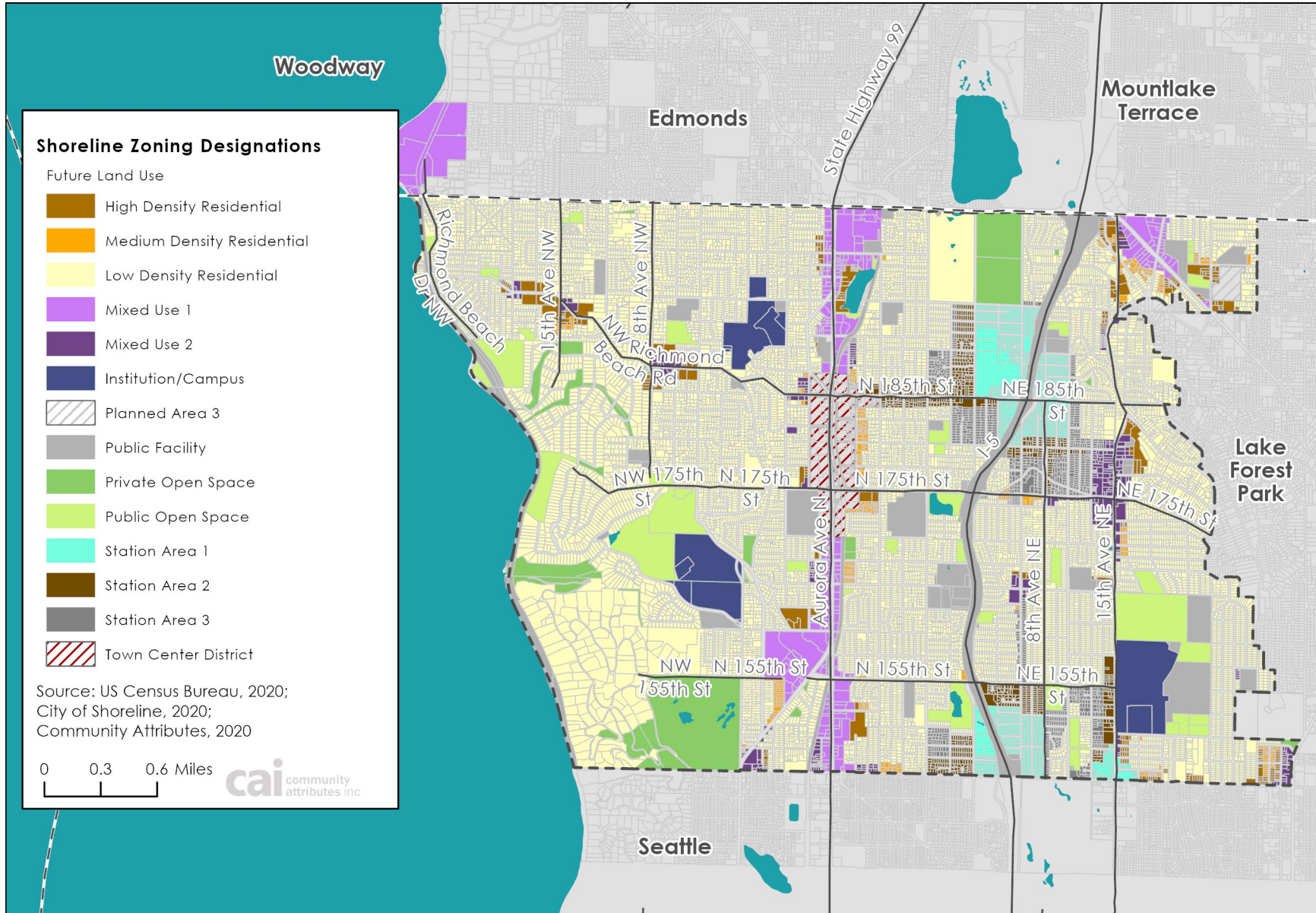


Exhibit 3. Future Land Use, Shoreline, 2020



Affordability Metrics

Affordable housing programs use US Housing and Urban Development (HUD) definitions for area median income (AMI) to explain household income levels. HUD establishes unique limits for households between one and eight people in size. They are only established for certain metropolitan areas, however. Shoreline is included in the Seattle-Bellevue area, which extends over all of King and Snohomish counties. (**Exhibit 4**)

Exhibit 4. HUD Household Income Limits, Seattle-Bellevue HUD Metro FMR, 2020

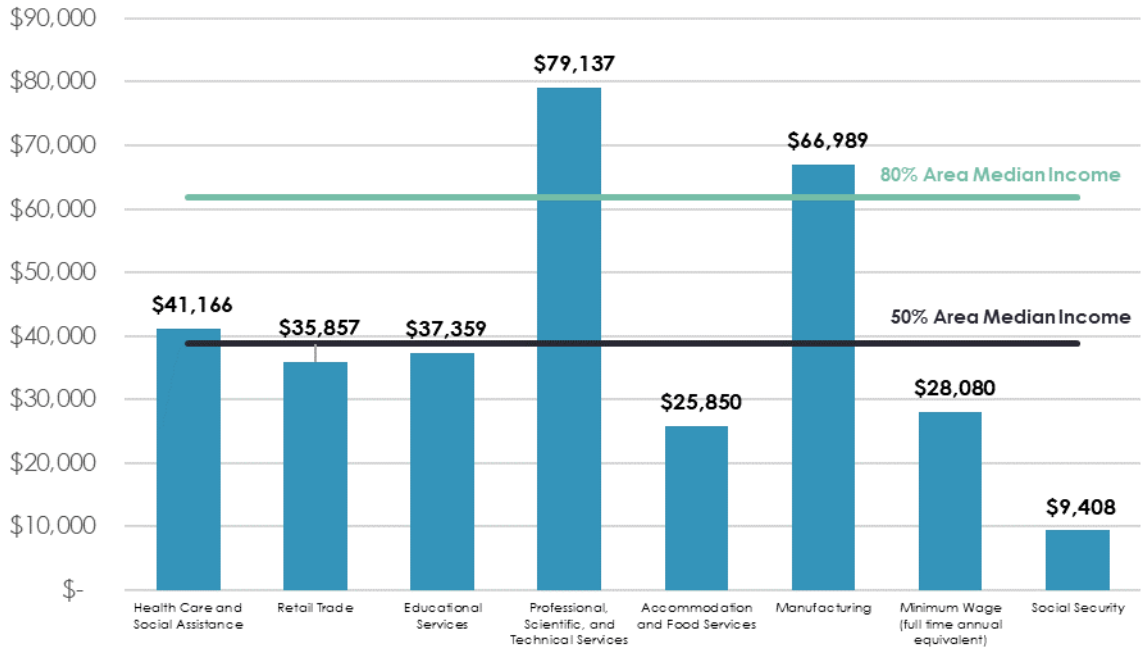
	Household Size							
	1	2	3	4	5	6	7	8
Extremely Low Income (30% AMI)	\$25,100	\$28,650	\$32,250	\$35,800	\$38,700	\$41,550	\$44,400	\$47,300
Very Low Income (50% AMI)	\$41,800	\$47,800	\$53,750	\$59,700	\$64,500	\$69,300	\$74,050	\$78,850
Low Income (80% AMI)	\$66,700	\$76,200	\$85,750	\$95,250	\$102,900	\$110,500	\$118,150	\$125,750
Median Income	\$83,600	\$95,600	\$107,500	\$119,400	\$129,000	\$138,600	\$148,100	\$157,700

Source: HUD, 2020

There is significant market and income diversity within King and Snohomish counties. The HUD median family income for this region is \$113,300, across all household sizes. For housing planning purposes, it is important to consider these limits with local circumstances in mind. In an area where incomes are higher than average for the region, an “affordable” rent could be close to the market rate in a lower cost area. Reviewing the share of renters and homeowners who are cost-burdened (Spending more than 30% of their income on housing costs) by income can help illuminate the income levels in greatest need for a specific city.

Exhibit 5 shows how median wages in Shoreline’s largest industries compare to HUD AMI benchmarks for single people. As shown, the median retail, education, accommodation, or food service worker in Shoreline earns less than 50% AMI and is considered very low income. Conversely, workers in professional and manufacturing fields are likely to earn more than 80% AMI.

Exhibit 5. Median Income by Industry and HUD Income Limits, 2018



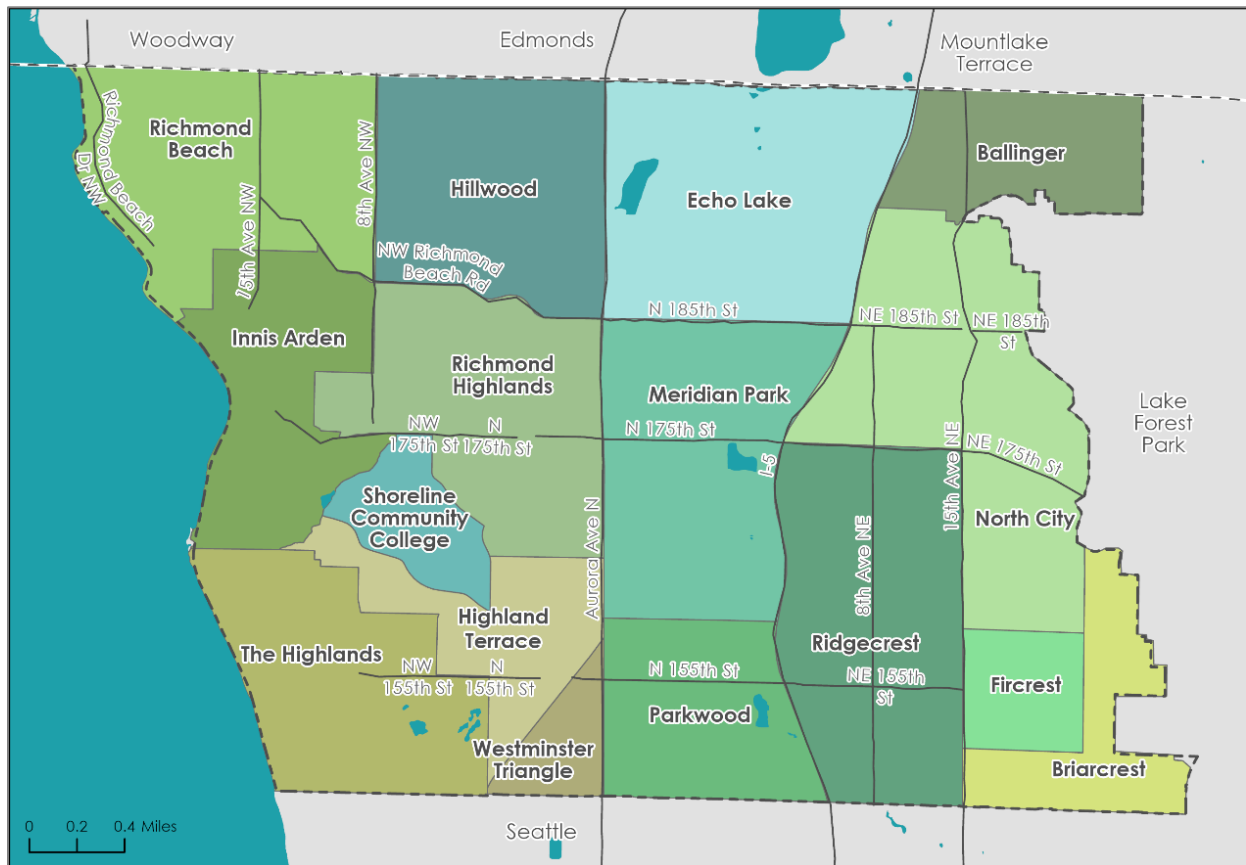
Source: HUD, 2019; US Census Bureau 5-Year Estimates ACS, 2018; LEHD, 2020; Social Security Administration 2020; Washington State Department of Labor & Industries, 2020

HISTORIC TRENDS AND CURRENT CONDITIONS

Neighborhoods

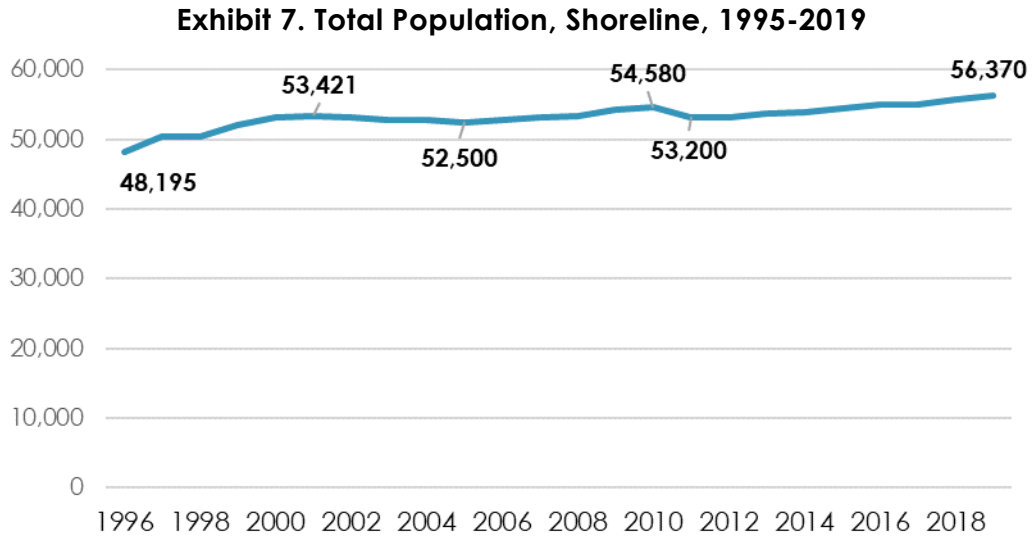
Shoreline has 16 established neighborhoods which vary in terms of character and housing types. Neighborhoods west of Aurora feature more high value, lower density single family development, particularly along the coast. East of Aurora, there is more multifamily and denser single family development.

Exhibit 6. Shoreline Neighborhoods



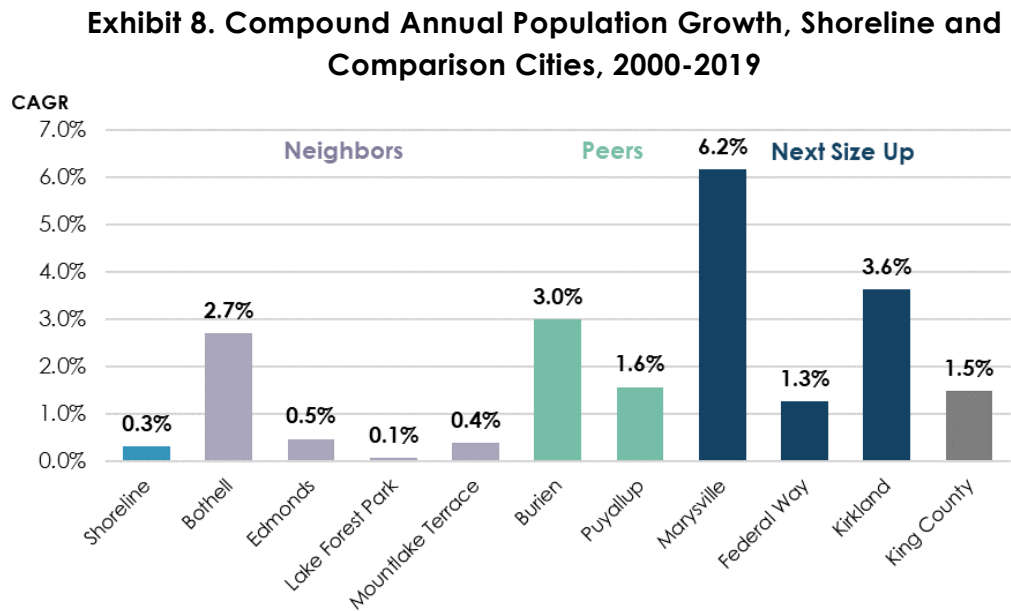
Population & Demographics

Shoreline was incorporated in 1995, and experienced strong population growth through 2001. Aside from brief periods of decline in 2000 and 2010, growth stabilized after the initial growth surge. Since 2005, Shoreline’s population has grown by 0.5% per year on average. (**Exhibit 7**)



Source: Washington State Office of Financial Management, 2020

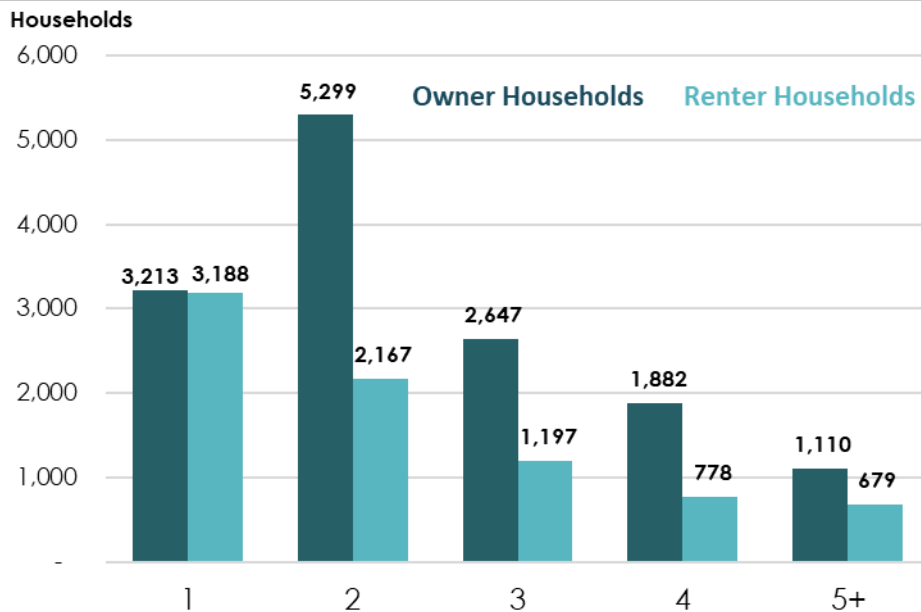
While Shoreline’s recent growth patterns are similar to neighbors like Edmonds and Mountlake Terrace, other areas in the region have been experiencing much more rapid growth. King County as a whole grew five times faster than Shoreline from 2000 to 2019. (**Exhibit 8**)



Source: Washington Office of Financial Management, 2020

Most of Shoreline’s households, both homeowner and renter, are small. One- and two-person households represent 63% of the total. This could include young families moving to Shoreline with plans to grow – the City’s largest age group is adults age 25 to 34. Small households are also characteristic of retiree households, and Shoreline has also experienced a large increase in adults age 65 to 74. **(Exhibit 9 and Exhibit 11)**

Exhibit 9. Households by Persons per Household and Tenure, 2018



Source: US Census Bureau, ACS 5-Year Estimates, 2014-2018

Most of Shoreline’s households own their homes, though the number of homeowner households was relatively static from 2000 to 2018. The number of renter households increased by 21% in this same period. While the total number of vacant homes increased from 2000 to 2018, the vacancy rate is still only 3%. A “healthy” vacancy rate is around 5%, which suggests that the City needs more housing units overall to meet demand. **(Exhibit 10)**

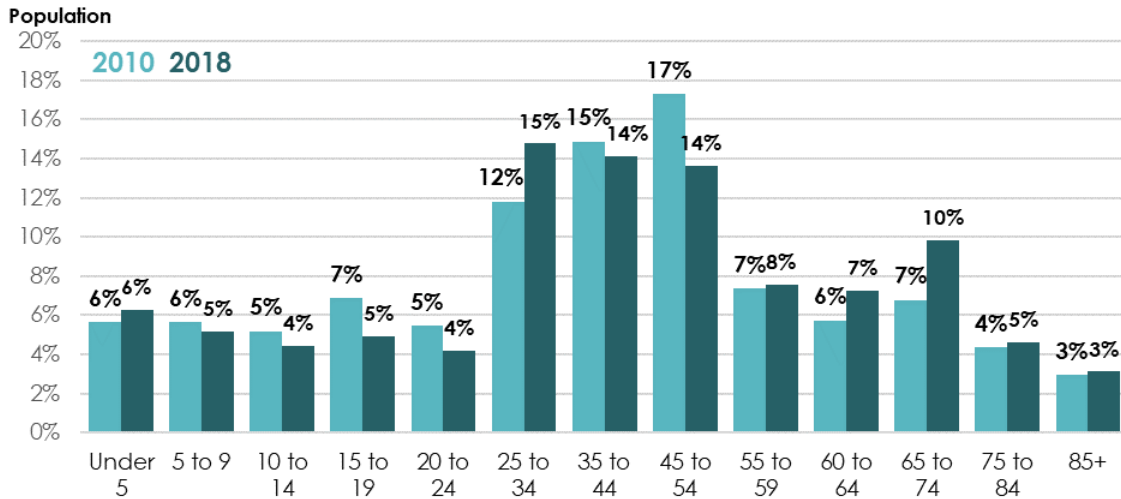
Exhibit 10. Housing Tenure and Vacancy Trends, Shoreline, 2000-2018

Category	2000	2018	Change, 2018 - 2000
Occupied Housing Units	20,720	22,160	1,440
Owner-Occupied Units	14,100	14,150	50
Renter-Occupied Units	6,620	8,010	1,390
Vacant Units	620	760	140
Total Housing Units	21,340	22,920	1,580

Source: US Census Bureau, American Community Survey 5-Year Estimates, 2014-2018; 2000 Census

Shoreline has a strong workforce-age population, with a large concentration of adults age 25 to 54. While the general concentration has been relatively constant between 2010 and 2018, there were larger increases in young adults age 25 to 34 as well as older adults age 65 to 74. This suggests that Shoreline is attractive to both young families looking to grow as well as retirees. **(Exhibit 9)** The local population with disabilities is also increasing, consistent with the rise in older adults. **(Exhibit 10)**

Exhibit 11. Distribution of Residents by Age, Shoreline, 2010 & 2018



Source: US Census Bureau, American Community Survey 5-Year Estimates, 2014-2018

Despite the high share of young adults and increase in children under 5, Shoreline experienced an absolute decrease in households with children between 2010 and 2018. **(Exhibit 12)** There was a large decrease in adults age 45 to 54, which suggests that some more established families with children are moving away from Shoreline while young families and single people are moving in.

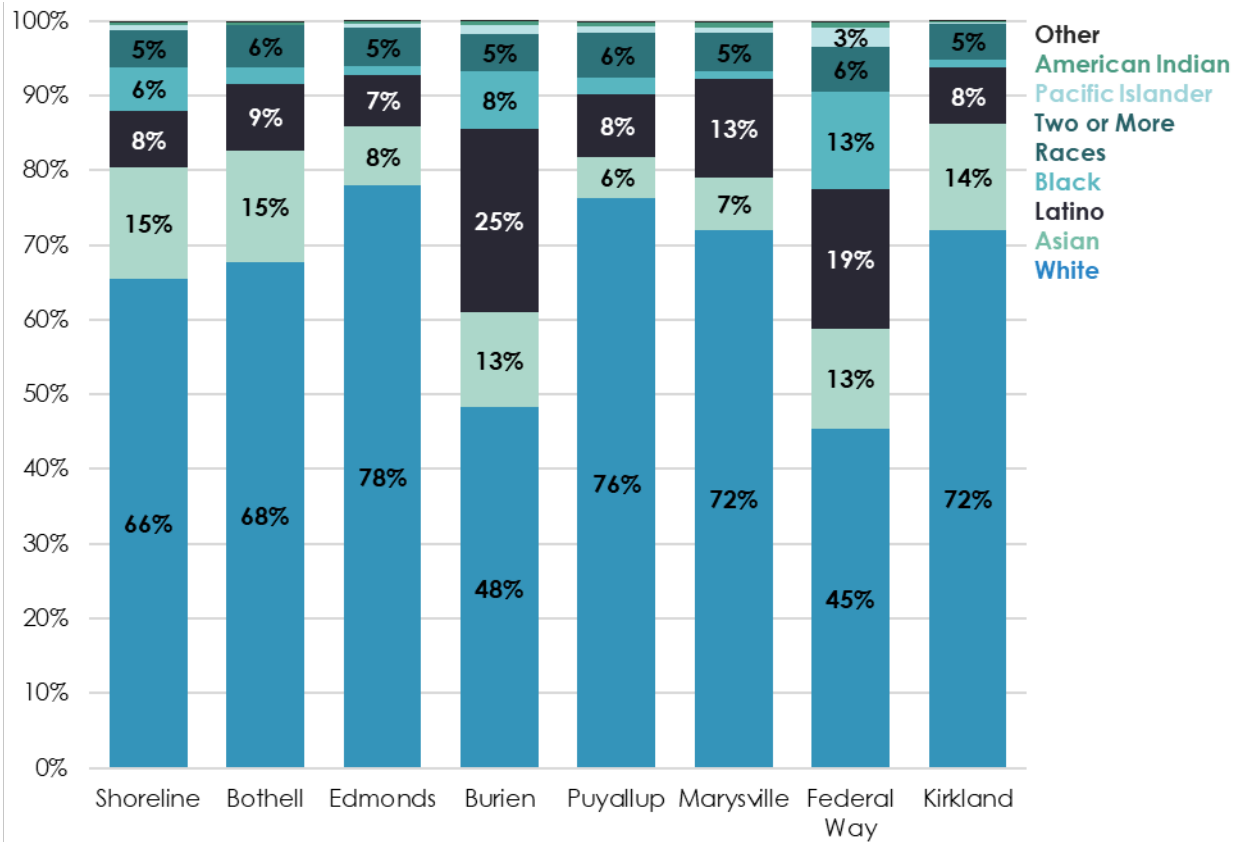
Exhibit 12. Shoreline Select Household Characteristics, 2010-2018

	2010	2018	Change 2010-2018
Total Households	21,152	22,160	1,008
Households with Children	6,048	5,924	(124)
Single-Person Households	6,195	6,401	206
Household with an Individual Over 65	4,717	6,661	1,944
Disabled Civilian Population*	6,608	7,093	485

Source: US Census Bureau, American Community Survey 5-Year Estimates, 2006-2010; 2008-2012; 2014-2018.

Shoreline is more diverse than many of its neighbors and peers, but not as diverse as the most diverse cities in the region. In Federal Way and Burien no individual race has a majority. Shoreline is slowly becoming more diverse, however. The share of the population that are people of color rose from 32% in 2010 to 34% in 2018. Most of this increase came from Shoreline’s Latino population and population identifying as two or more races. (Exhibit 13)

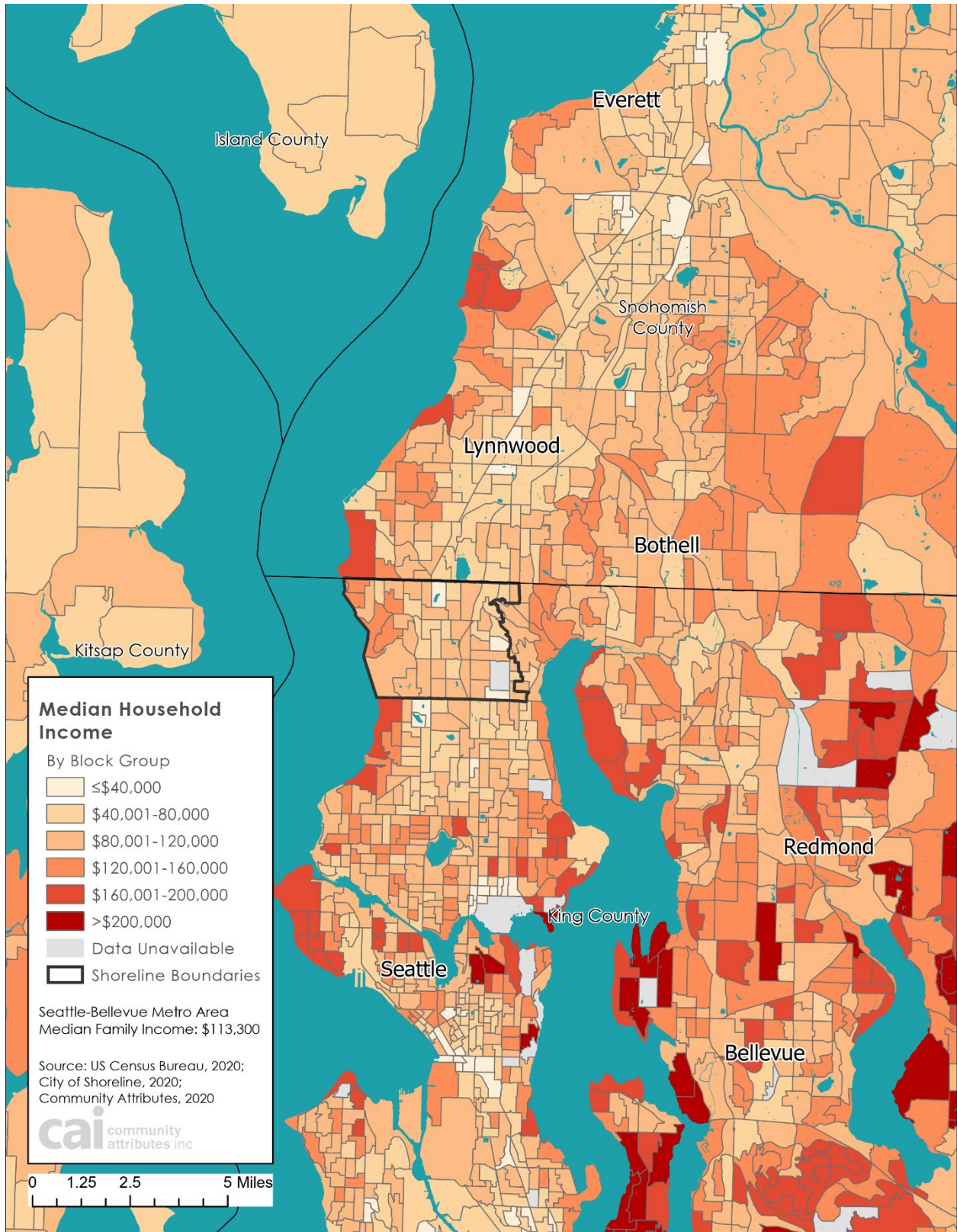
Exhibit 13. Households by Race or Ethnicity, Shoreline and Comparison Cities, 2018



Source: US Census Bureau, American Community Survey 5-Year Estimates, 2014-2018

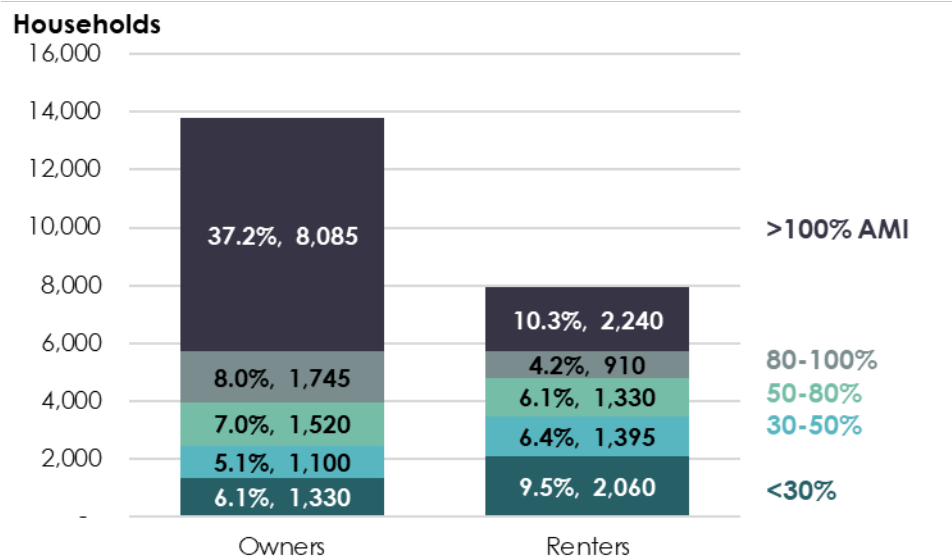
Shoreline is a middle-income community relative to the region. It contains only three census block groups with a median income below \$40,000 and no block group with a median household income above \$160,000. Shoreline’s waterfront neighborhoods have higher incomes relative to the City, but the difference is not as stark as in coastal areas to the north and south. (Exhibit 14)

Exhibit 14. Median Household Income, Shoreline and Region, 2018



Typical to most communities, Shoreline’s homeowners are more likely to have higher incomes compared to its renters. The households most likely to struggle to find affordable market rate housing in any community are those with incomes below 50% AMI. Low income households are more likely to need to sacrifice spending on other essentials to afford housing and are more vulnerable to homelessness. Shoreline has around 3,500 renter households and 2,400 homeowner households with incomes below 50% AMI. Altogether they represent around 27% of Shoreline’s households. (**Exhibit 15**)

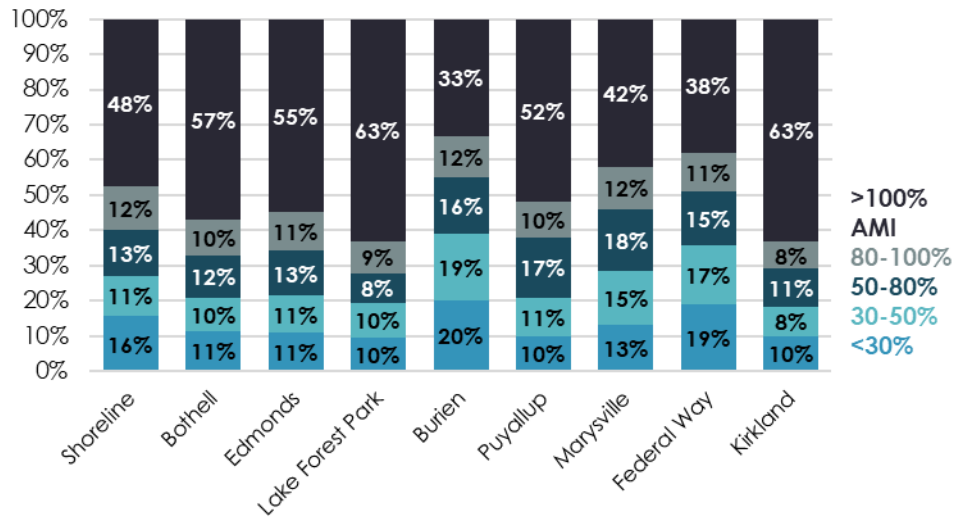
Exhibit 15. Household Income by HUD AMI and Housing Tenure, Shoreline, 2016



Source: HUD CHAS, 2012-2016

Relative to its neighbors and peers around the region, Shoreline is a relatively balanced community in terms of income composition. Just under half of its households earn more than the median income, and households are distributed nearly evenly within the income segments below the median. Kirkland and Lake Forest Park have a high concentration of higher income households, while Burien and Federal Way have more lower income households. Because Shoreline is income-diverse, its residents are likely to have more varied housing needs. (**Exhibit 16**)

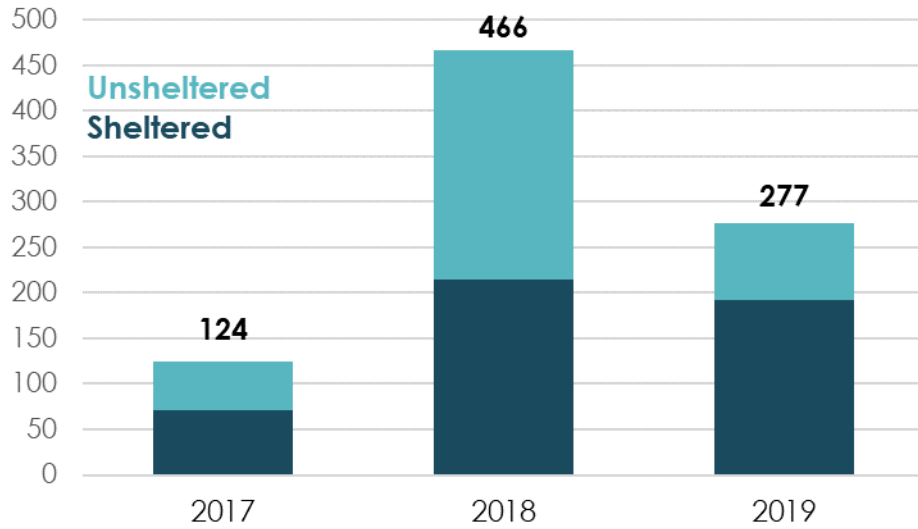
Exhibit 16. Household Income Composition, Shoreline and Peer Communities, 2018



Source: HUD CHAS, 2016

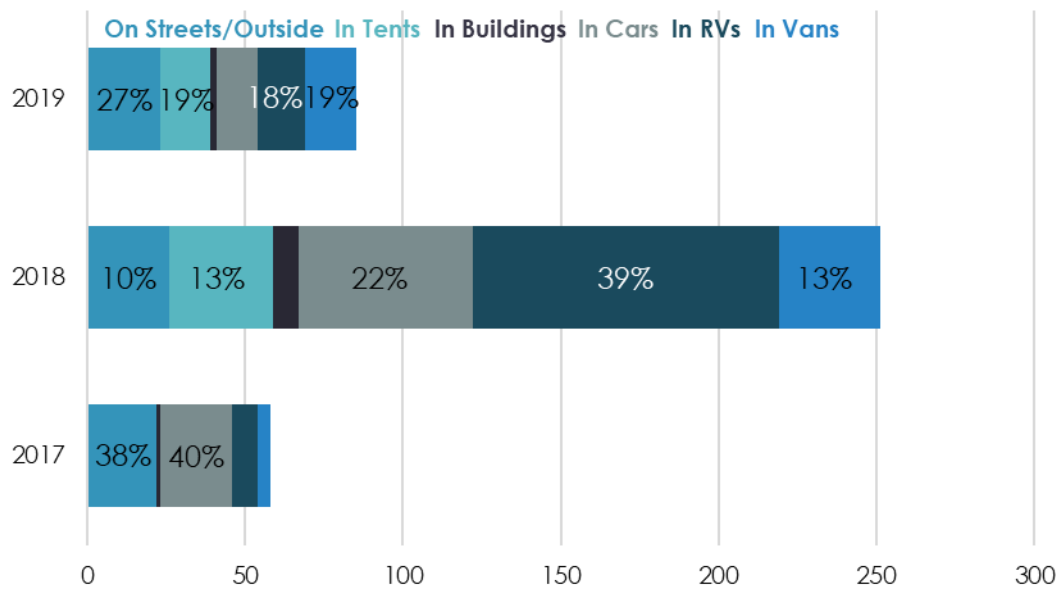
King County’s 2019 Point-In-Time Count of Persons Experiencing Homelessness found that the North County Subregion (including Shoreline, Bothell, Kenmore, Lake Forest Park, Woodinville, and some unincorporated areas) hosted 2% of unsheltered and 3% of sheltered persons experiencing homelessness Countywide. While North King County experienced a significant drop from 2018 to 2019, largely in unsheltered people, there are inherent challenges in properly counting this population. Point-in-time counts do not account for the population experiencing homelessness throughout the year, and they do not capture individuals who are couch surfing or in similar precarious housing arrangements. North King County significantly increased its shelter capacity from 2017 to 2018, but there was a slight drop from 2018 to 2019. **(Exhibit 17)** In 2018, a much larger share of the North County unsheltered population was living in cars and RVs compared to 2019. **(Exhibit 18)**

Exhibit 17. North King County Point-in-Time Count of Persons Experiencing Homelessness, 2017-2019



Sources: Seattle/King County Point-In-Time Count of Persons Experiencing Homelessness, 2019

Exhibit 18. North King County Unsheltered Population Detail, 2017-2019

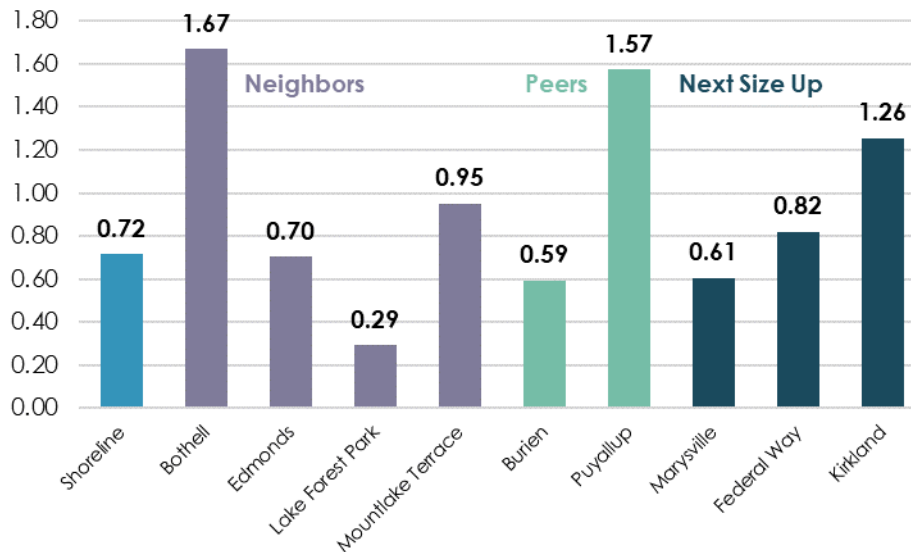


Sources: Seattle/King County Point-In-Time Count of persons Experiencing Homelessness, 2019

Employment and Commuters

With a jobs-housing ratio of 0.71, Shoreline is neither a bedroom community nor a major employment center. **(Exhibit 19)** While nearly half of the City’s employed residents commute to Seattle, the next largest group live and work in Shoreline. The remainder are spread across a large number of destinations, particularly the region’s major professional employment hubs. Seattle and Shoreline are also the most common places of residents for people who work in Shoreline. Most other Shoreline workers live nearby, in places like Edmonds, Everett, Lynnwood, and Mountlake Terrace. **(Exhibit 18)**

Exhibit 19. Jobs-Housing Ratios, Shoreline and Peer Communities



Sources: Puget Sound Regional Council, 2018; Washington Office of Financial Management, 2018

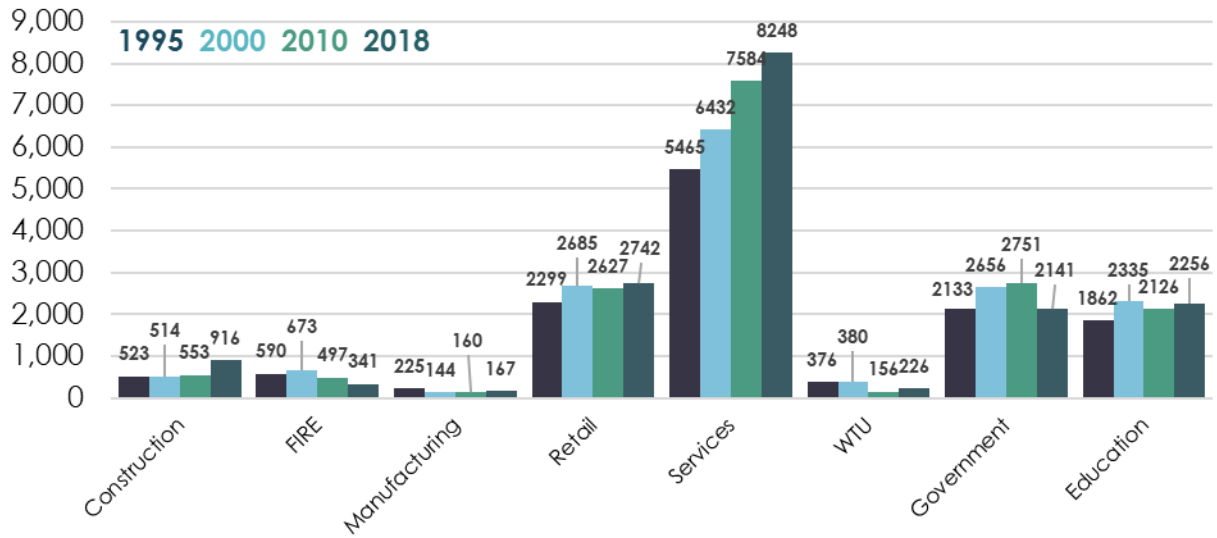
Exhibit 20. Commuter Inflows and Outflows, Shoreline, 2017

Where Shoreline Workers Live			Where Shoreline Residents Work		
Place	Number	Share	Place	Number	Share
Seattle	3,220	18%	Seattle	14,040	48%
Shoreline	2,500	14%	Shoreline	2,490	9%
Edmonds	940	5%	Bellevue	1,710	6%
Everett	680	4%	Everett	1,100	4%
Lynnwood	620	3%	Lynnwood	780	3%
Mountlake Terrace	430	2%	Redmond	720	2%
Lake Forest Park	370	2%	Kirkland	710	2%
Bothell	350	2%	Bothell	710	2%
North Lynnwood CDP	330	2%	Edmonds	620	2%
Kirkland	320	2%	Renton	360	1%
Other	8,290	46%	Other	5,760	20%
Total	18,050	100%	Total	29,000	100%

Source: US Census Bureau, LEHD Origin-Destination Employment Statistics, 2017

The Services sector is Shoreline’s largest employer, and it has experienced the most significant growth since 1995. Retail, Government, and Education are also significant, though they have not experienced significant growth. (Exhibit 21)

Exhibit 21. Covered Employment by Sector, Shoreline, 1995-2018



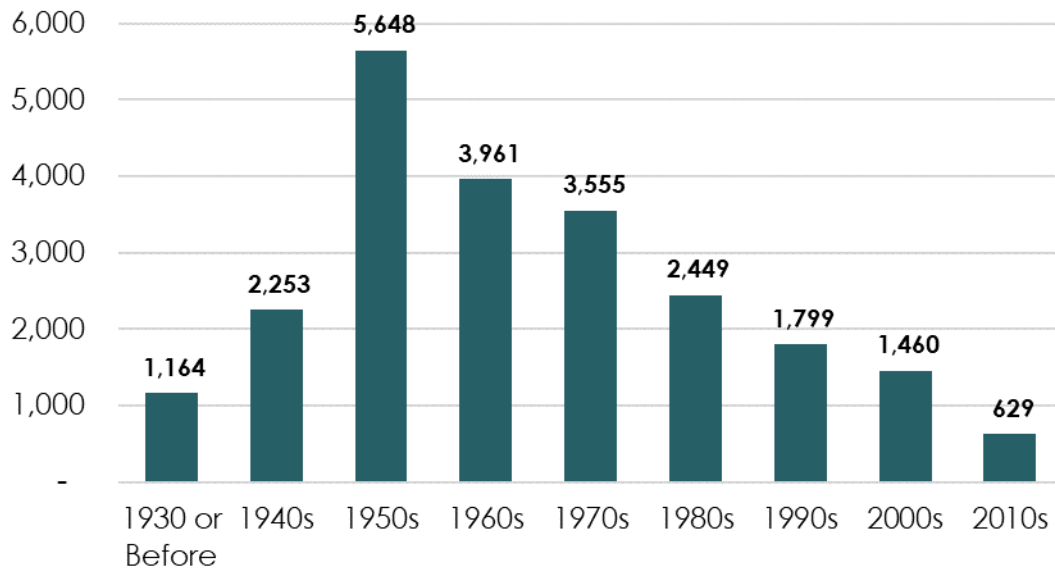
Source: Puget Sound Regional Council, 2018

Note: “WTU” stands for Wholesale Trade and Utilities and “FIRE” stands for Finance, Insurance, and Real Estate.

Housing Stock

Shoreline experienced a building boom after World War II, when developers began producing a high volume of affordable suburban family housing. This is still evident in the City's housing stock, as a quarter of its homes were built in the 1950s. Many of these homes could be considered redevelopable, particularly as land value rises. This brings challenges and opportunities. Shoreline can accommodate more growth in its higher density zones through redevelopment, but there is also potential to displace lower-income residents.

Exhibit 22. Housing Units by Age, Shoreline, 2018

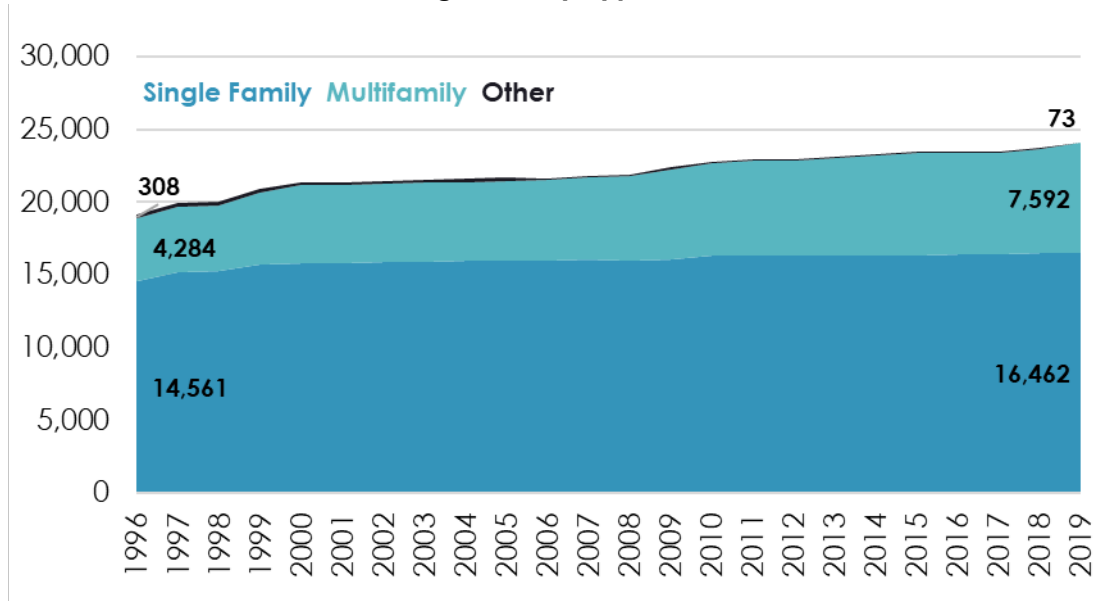


Source: US Census Bureau, American Community Survey 5-Year Estimates, 2014-2018

Over time, most of Shoreline's housing growth has come from new multifamily housing units. While the City has never had a significant share of other types of units, it has lost most of its stock of other units. Typically these are manufactured homes. (**Exhibit 23**)

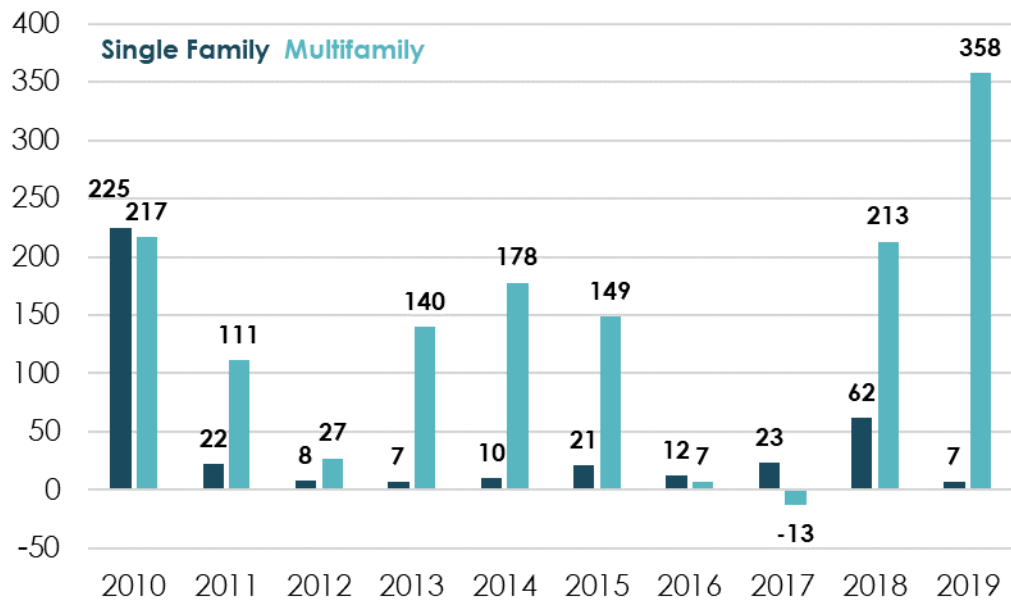
Shoreline's shift toward multifamily residential development has been the most evident over the past decade. Multifamily production has generally outpaced single family production in most years since 2010. (**Exhibit 24**)

Exhibit 23. Housing Units by Type, Shoreline, 1995 – 2020



Source: Washington State Office of Financial Management, 2019

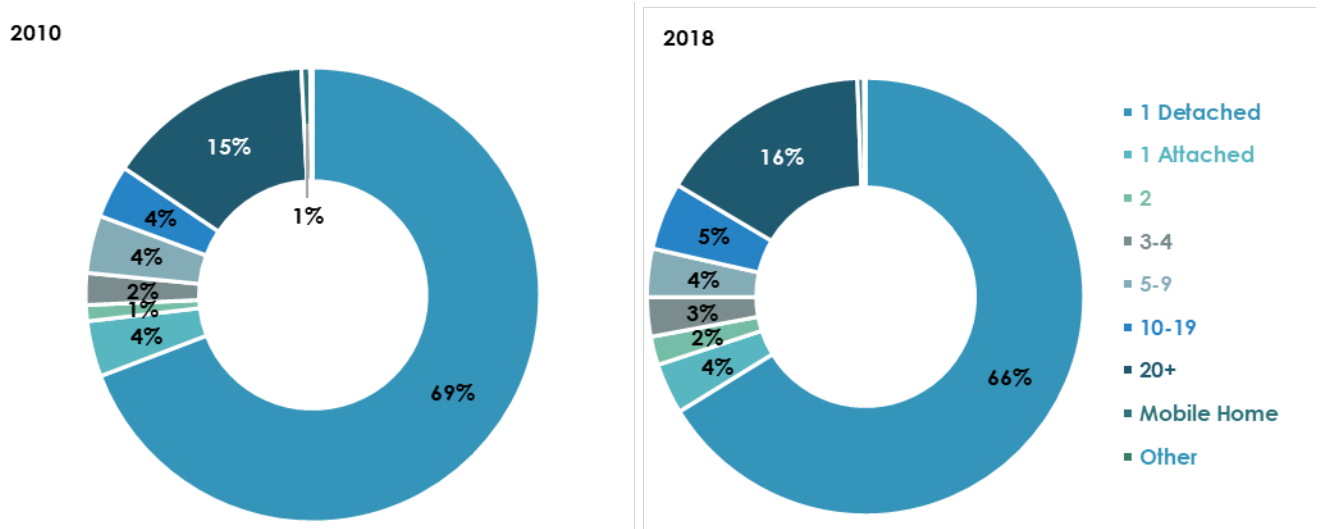
Exhibit 24. Annual Housing Unit Change, Shoreline, 2010-2019



Sources: Washington State Office of Financial Management, 2019.

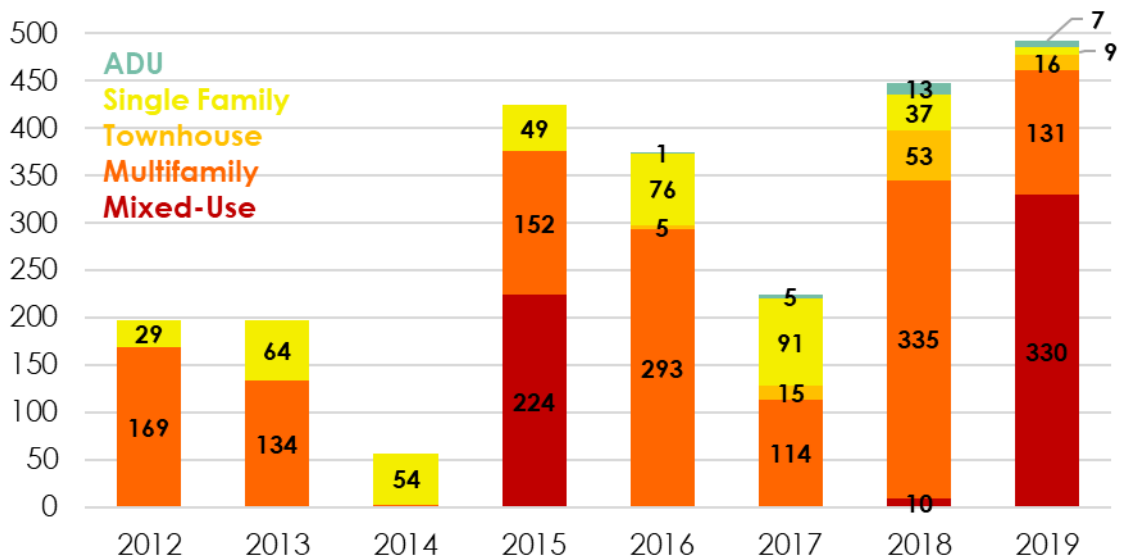
This shift toward multifamily development has been significant enough that, from 2010 to 2018, the City's overall single family detached housing share dropped by 3%. Residential buildings are permitted in higher intensity commercial districts without density limits. Combined with proximity to bus rapid transit this has led to a rise in apartment development. While the largest portion of Shoreline's multifamily units are in complexes with more than 20 units, the City is also seeing growth in smaller scale multifamily. **(Exhibit 25)**

Exhibit 25. Housing Units by Number of Units in Structure, Shoreline, 2010 and 2018



Source: US Census Bureau, American Community Survey 5-Year Estimates, 2014-2018

Exhibit 26. Permitted Units by Type, Shoreline, 2012-2019



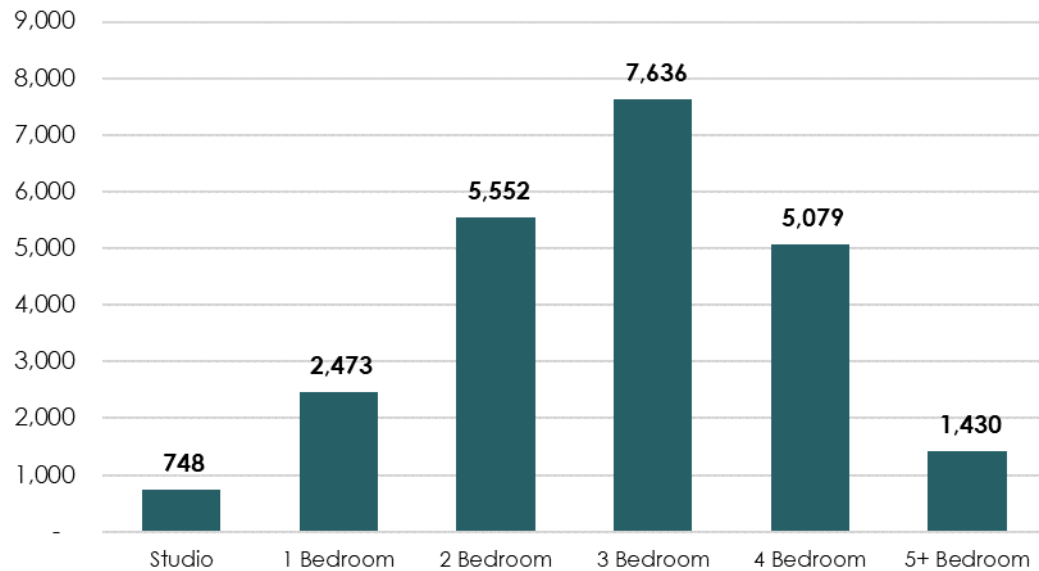
Source: City of Shoreline, 2020

Recent permit data also reflects a heavy shift toward multifamily development and increased townhouse development. Much of this recent surge in multi-family development has been related to the 2015 rezoning of single family areas adjacent to the new 145th and 185th Link Light Rail Stations to allow higher density townhouses and apartments. Accessory Dwelling Unit (ADU) permitting increased significantly in 2018, though ADUs currently only represent a small share of permitted units per year. **(Exhibit 26)**

It is possible that the rise in multifamily housing is influencing transience. The share of residents who moved into their home in the past year has increased from 14% in 2010 to 16% in 2018, but it is difficult to say whether these people moved in with the intention to remain long term or not or if they moved between different dwellings in the same area.

The largest share of Shoreline’s homes by size are three bedroom units. This is consistent with a city that is predominantly single family housing. Today, Shoreline’s households are mostly one or two people, and there is likely demand for more smaller units. Stakeholder engagement will test preferences with regard to smaller units and unit types. **(Exhibit 27)**

Exhibit 27. Housing Units by Number of Bedrooms, Shoreline, 2018



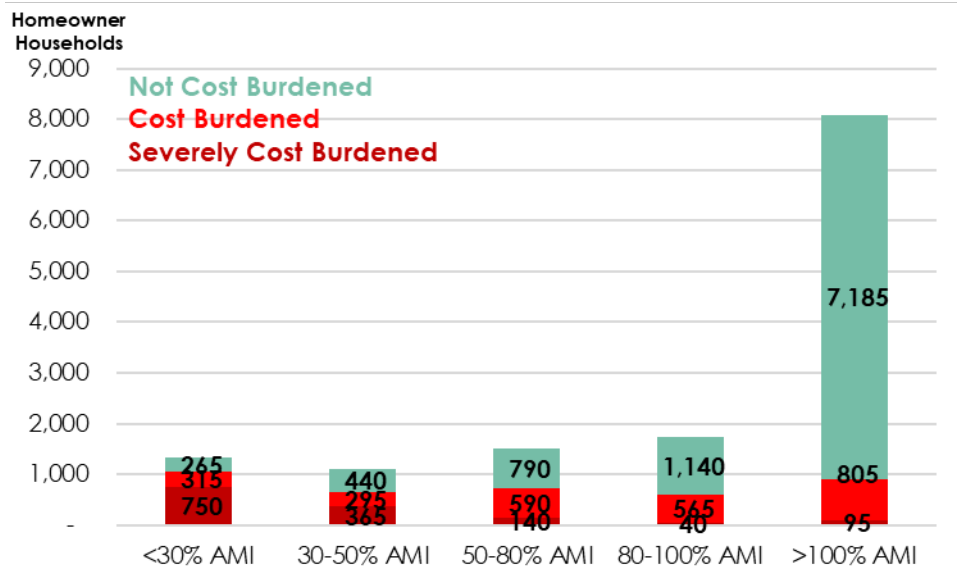
Source: US Census Bureau, American Community Survey 5-Year Estimates, 2014-2018

Housing Affordability

Shoreline has a distinct renter household income distribution. There is a large group of renters with the lowest incomes, then the number of renters decreases as income rises. This trend does not continue above median

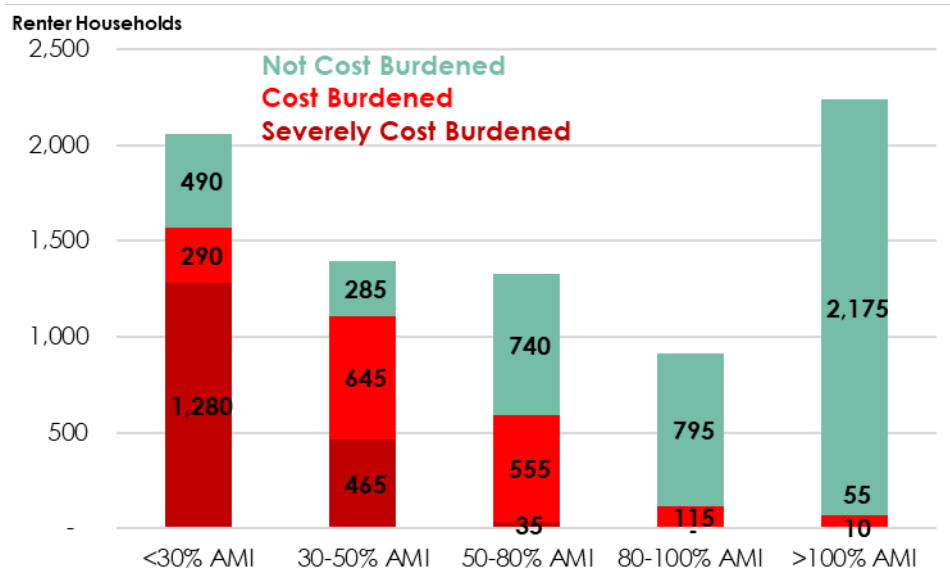
income, and the City has a large concentration of higher-income renters. While most of the City's lowest income renters are severely cost burdened and devote more than 50% of their income to rent, only a fraction of its highest income renters are cost burdened. In general, Shoreline's renters earning less than 50% AMI have the most serious housing affordability issues. Cost burden is still significant for renters between 50 and 80% AMI, but more than half of this group is not cost burdened.

Exhibit 28. Cost Burden by Income Level, Homeowner Households, Shoreline, 2016



Source: HUD CHAS, 2012-2016

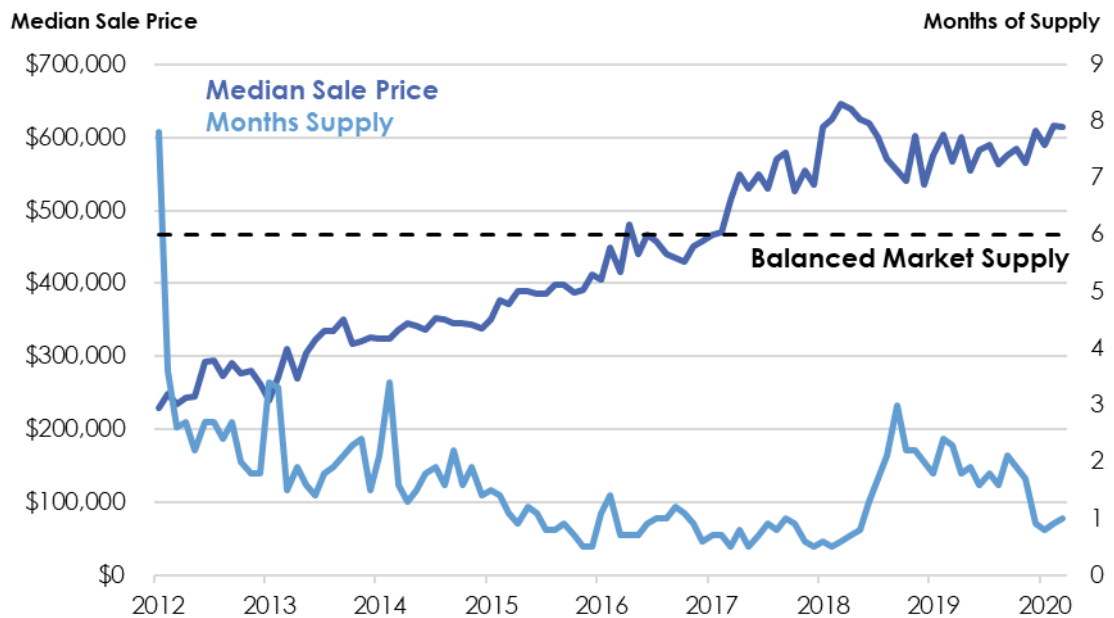
Exhibit 29. Cost Burden by Income Level, Renter Households, Shoreline, 2016



Source: HUD CHAS, 2012-2016

Shoreline’s sale housing market has been consistently tight since January 2012. Housing markets are considered balanced when six months’ supply is available for sale. Since 2012, Shoreline has typically had less than three months’ supply available at any given time, and supply has fallen as low as 15 days on several occasions. There is a regional housing shortage, however, and Shoreline’s market is similar to its neighbors and peers. This has driven price increases, which will likely continue while the current regional lack of supply persists. (Exhibit 33)

Exhibit 30. Median Sale Price and Residential Market Months’ Supply, City of Shoreline, 2012-2019



Source: Redfin, 2020

Assisted Housing

Nursing Homes

Shoreline currently has 490 nursing home and rehabilitation facility beds across four facilities. This translates to roughly 49 beds per 1,000 residents age 65 and above. Across the western US, there are 46 nursing home and residential care beds per 1,000 people in this age group¹, which suggests that Shoreline’s supply is typical for the region. Projecting future needs is complex. Today, more seniors are choosing to continue living independently instead of living in nursing homes, which has reduced demand for certain

¹ US Department of Health and Human Services, “Long-term Care Providers and Service Users in the United States, 2015-2016”, 2019

facilities. Demand will continue for facilities that serve individuals living with specific ongoing care needs, such as those with Alzheimer’s. (**Exhibit 28**)

Exhibit 31. Nursing Homes and Rehabilitation Facilities, Shoreline, 2020

Facility	Beds
The Oaks at Forest Bay	90
Fircrest School	92
Total Nursing Home Beds	182
CRISTA Rehab & Skilled Care	168
Richmond Beach Rehab	140
Total Rehabilitation Beds	308
All Beds	490

Source: US Department of Health & Human Services, Medicare.gov Nursing Home Compare, 2010

Financially Assisted Affordable Housing

Shoreline currently has four properties with 493 income-restricted units, all funded by low income housing tax credits (LIHTC).

Affordable LIHTC units have maximum rents based on income limits and can only be occupied by households earning less than the upper income limit. However, affordable rents are based on the upper income limit, so households with much lower incomes can still be cost-burdened while living in a LIHTC unit. There are other affordable housing funding sources which provide an ongoing subsidy so that a household never pays more than 30% of their income. Most of these are federal, notably the Section 8 Housing Choice Voucher Program.

There are two types of tax credits: one which subsidizes 30% of the units in a project and one which subsidizes 70% of the units. The 70% program is highly competitive and projects must typically meet deeper affordability goals to be successful. These projects often combine multiple funding sources to offer deep subsidies and supportive services to residents.

Shoreline has one 70% project which is owned and operated by Compass housing. Compass at Ronald Commons offers units to households earning up to 30% AMI and up to 50% AMI, though its 30% AMI units are only available by referral through the King County 2-1-1 Coordinated Entry process. Shoreline’s three 30% projects have income-restricted units for households earning less than 60% AMI. (**Exhibit 32**)

Exhibit 32. Income-Restricted Multifamily Housing, Shoreline, 2020

Facility Name	Year Built	Credit Type	Income-Restricted Units
Colonial Gardens	1999	30%	71
Blakely at Echo Lake	2009	30%	199
Polaris Apartments	2014	30%	164
Compass at Ronald Commons	2017	70%	59
Total			493

Source: HUD, 2020

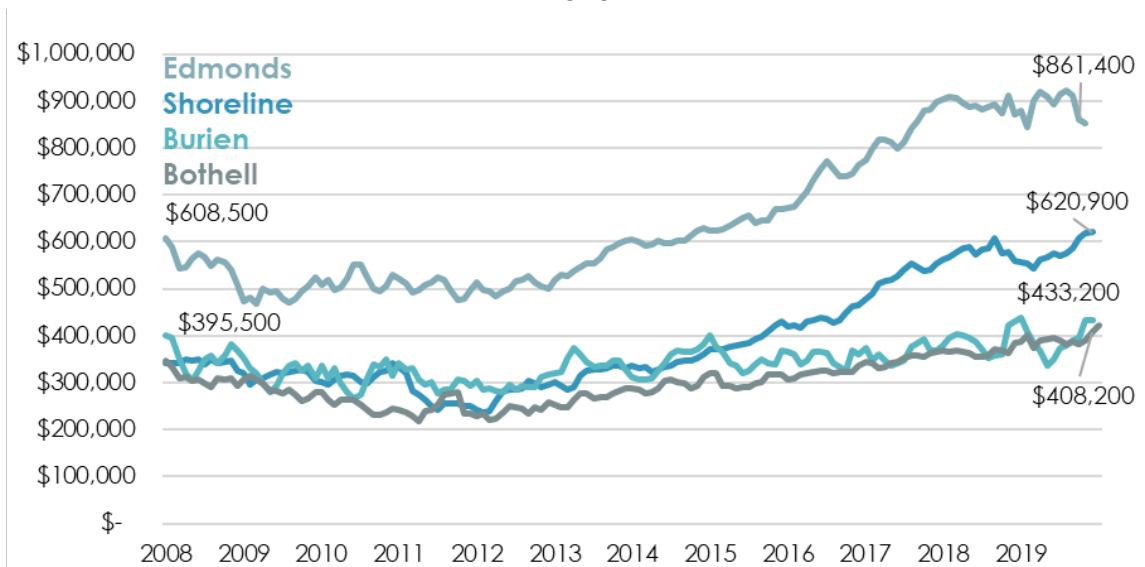
LIHTC units must remain affordable for 30 years, though credits can only be “recaptured” when properties fail to comply within the first 15 years. As a result there are few options for enforcement after 15 years. Of the four properties, only Colonial Gardens is more than 15 years old. Colonial Gardens is also owned and operated by King County Housing Authority, so these units will remain affordable throughout the compliance period and possibly beyond.

Housing Market

Prices

In the immediate post-recession years, Shoreline’s housing market appeared to be similar to Burien and Bothell. While Burien and Bothell have remained similar over time, Shoreline sale prices pulled away and began climbing rapidly after 2015. (Exhibit 33)

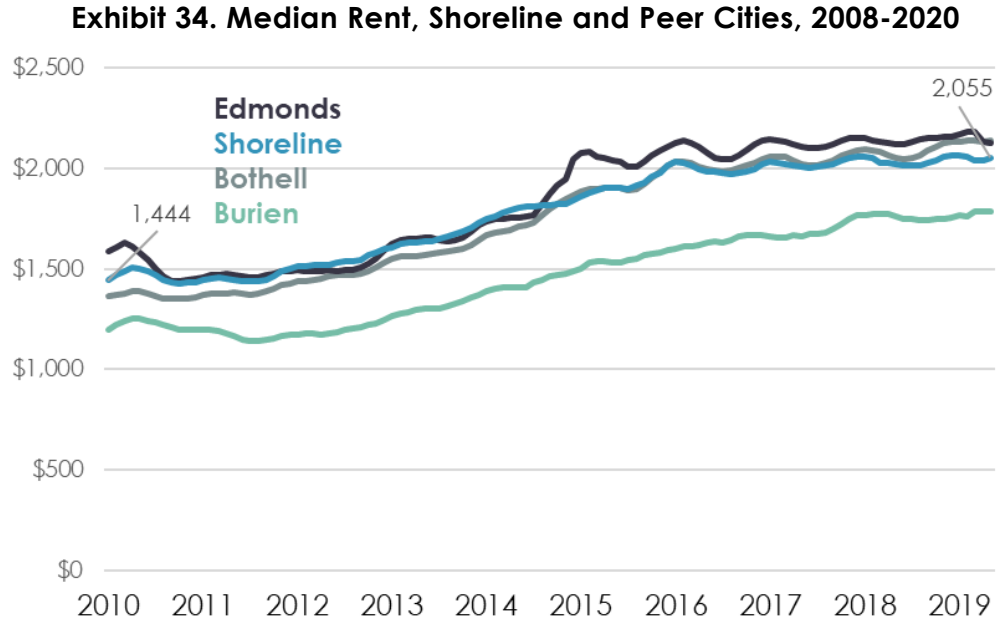
Exhibit 33. Median Home Sale Price, Shoreline, Peers and Neighbors, 2008-2020



Source: Zillow, 2020

A home costing \$620,900, the most recent monthly median price in Shoreline, would require an estimated minimum income of \$117,000 to afford the monthly cost of loan principal, interest, property tax and insurance. This takes 30% of household income as a benchmark for affordability. By comparison, the median Shoreline family earns \$100,756. The median income for all types of households is \$80,489.

From 2010 to 2018, Shoreline’s median rent has climbed at a similar rate to Edmonds and Bothell. The 2010 median rent of \$1,444 would require an annual income of around \$57,700. This is between 50 and 80% AMI for single people and couples according to 2020 HUD limits. The most recent median rent of \$2,055, by contrast, requires at least \$82,000 for affordability. This is nearly 100% AMI for single people and couples. As rents rise, fewer higher-income renters will be able to build sufficient savings to purchase homes. **(Exhibit 34)**



Source: Zillow, 2020

FORECASTS AND HOUSING NEEDS

Growth targets from Shoreline's last comprehensive plan update projected the City to add 5,000 net new housing units from 2006 to 2031. As of 2019, the City has added nearly half of that total. Since 2019 is also roughly halfway between 2006 and 2031, the City has been growing consistent with projections. However, this period has featured periods of more rapid and more slow growth. If one of these extremes is sustained, the growth trajectory could change.

Shoreline's population and employment projections will be updated in 2021. Once available, the Housing Action Plan will use projections to assess how many units the City will require by type and income level to serve future growth.

For interim planning purposes, **Exhibit 35** details several potential growth scenarios for Shoreline, based on trends the City has experienced in the past in terms of unit production per year. While these scenarios may differ from growth targets adopted in the future, they provide a general sense of the scale of Shoreline's housing needs.

If Shoreline's current household income distribution remains constant, the City will require between 50 and 150 new units *per year* serving households earning less than 50% AMI. This does not include the number of affordable units required to serve existing cost-burdened low-income households.
(Exhibit 35)

Exhibit 35. Shoreline Housing Needs Analysis

Citywide Housing Units	Total Units	Annual Growth
Housing Units, 1996	19,153	
Housing Units, 2000	21,338	546
Housing Units, 2010	22,787	145
Housing Units, 2019	24,127	134
Assumed Multifamily Share of New Units	75%	
Assumed 2050 Household Size		
Single Family	2.2	
Multifamily	1.8	
Household Growth Scenarios, 2020 to 2050		
High Growth (1996-2000 Growth Trend)	16,500	550
Current Trend (2015-2019 Growth Trend)	12,000	400
Previous Plan Housing Target	6,000	200
Low Growth (2010-2015 Growth Trend)	4,500	150
Total Housing Units Required w/Vacancy of	5.0%	
High Growth Scenario	17,300	578
Current Trend Scenario	12,600	420
Previous Plan Scenario	6,300	210
Low Growth Scenario	4,700	158
Housing Units Required to Serve Households Below 50% AMI	27.1%	
High Growth Scenario	4,700	150
Current Trend Scenario	3,400	100
Previous Plan Scenario	1,700	50
Low Growth Scenario	1,250	50

Sources: City of Shoreline, 2020; US Census Bureau, American Community Survey 2018 5-Year Estimates; Washington Office of Financial Management, 2019; CAI, 2020

HOUSING NEEDS ASSESSMENT

- The households most likely to be cost burdened in Shoreline are renters below 50% AMI. Shoreline needs more dedicated affordable units serving renters in this income segment. This is best accomplished in partnership with nonprofit and public housing providers.
- Shoreline has an overall housing shortage that is part of a regional lack of supply. This has had upward pressure on prices, particularly home sale prices. The current median home is now out of reach of the typical Shoreline family.
- Rents have risen so that renters between 50% and 80% AMI will now struggle to find affordable housing in Shoreline. Renters above 80% AMI will now struggle to build sufficient savings to buy a home.
- Most of Shoreline's households consist of one or two people. Among these households there are two potential subgroups to consider for housing planning purposes – seniors and young adults. There is strong demonstrated demand for townhouses, consistent with this demographic. There may be untapped demand for additional small housing types, such as cottage housing and small-lot single family development.
- Shoreline's midcentury single family homes will be attractive for redevelopment as prices rise. This will bring a shift toward more multifamily development in multifamily zones, and more high value, large homes in single family zones. As prices rise, Shoreline will likely attract more high-income households.

Communication Plan for Shoreline's Housing Action Plan

June 23, 2020

Introduction

This is a proposal for stakeholder outreach to support the Shoreline Housing Action Plan. The plan includes three main forms of outreach: focus groups, an online survey and an online open house. Due to COVID-19 related uncertainty about the ability to gather in person, meetings and hearings are planned to be conducted remotely. If the public health situation changes that decision may be revisited.

Focus Groups

Focus groups are small group interviews. Currently they are planned to be held remotely. Focus groups will reach the following stakeholder groups, Technical Advisors and Community Stakeholders:

- **Technical Advisors:** This group is composed of city staff, local housing providers, and others with important input to establish overall project priorities. The project team will engage the technical advisor group in three virtual meetings. The technical advisor group will be composed of up to ten members.
- The City of Shoreline will recommend and recruit members of the group. CAI and BDS will review recommended technical advisors and identify potential expertise gaps for the City to finalize the list. BDS will coordinate with the technical advisors the City recruits and recommends. CAI will participate in two of the three technical advisory group meetings.

Member	Expertise
Corinne McKisson	Program Manager at Ronald Commons
Dan Watson	KC Housing Authority Deputy Executive Director
David Maul	Architect, former Planning Commissioner
Jess Blanch	Enterprise Community Partners
Rosalie Merks	AAA Management, LLC Director of Real Estate Development
Scott Becker	Architect
Suzanne Davis	Architect, former Planning Commissioner
Colleen Kelly	Shoreline Community Services Manager
John Norris	Shoreline Assistant City Manager
Nate Daum	Shoreline Economic Development Manager
Nora Gierloff	Shoreline Planning Manager

- Technical advisor group meetings will serve the following purposes:
 - Technical advisors will provide guidance in developing housing goals and other important project direction.
 - Technical advisors will explore ideas for new housing tools, and specific issues with existing tools to be addressed. This may include identifying strategies to minimize displacement.
 - This group will also provide guidance on revisions to Shoreline’s housing element.
 - Provide guidance on appropriate community representatives for community stakeholders group meetings.
- Community Stakeholders: Stakeholders are comprised of local residents, organizations and workers who can provide lived experience with housing challenges in Shoreline. The project team will engage three stakeholder groups at least one time per group. The City may provide additional follow up with these groups.
- BDS will support recruitment by coordinating with technical advisors on suggested community stakeholders. BDS will coordinate and lead the three focus groups with community stakeholders. CAI will participate in up to one focus group.
 - Community stakeholders will provide diverse individual perspective on Shoreline’s housing needs
 - They will also provide feedback on potential housing tools under consideration

Individual interviews may supplement focus groups between meetings, as necessary to develop content. Findings from the technical advisor and community stakeholder groups will be summarized in a Stakeholder Engagement Summary and will inform the draft and final Housing Action Plan.

Online Open House

An online open house will provide information on the project to the community-at-large in both English and Spanish. The website will serve to inform the public about the project, including timeline and findings, and gather input through embedded survey questions. Recordings of City Council or Planning Commission presentations can also be posted on the site.

CAI’s in-house development team will host a website that will contain a series of five-six (5-6) pages featuring clear text and images on the project. Some survey questions will be embedded at the bottom of specific pages to gather individual

opinions about Shoreline’s most significant housing priorities and potential recommended strategies and tools. These questions may allow the viewer to rank housing priorities or tools and to offer opinions about what they like or dislike about specific priorities or tools.

Pages may include the following content:

- **Project Overview.** Images and text addressing:
 - Why prepare a housing action plan?
 - What’s being considered in the plan?
 - Project Schedule
 - Form allowing users to sign up for project updates (City to manage email list)
- **Ongoing Efforts.** Images and text providing an overview of Shoreline’s existing housing programs and tools.
- **Project Findings.** Images and text summarizing major housing needs identified through research and in partnership with city staff. Embedded survey questions provide the ability for readers to rank their priorities and comments.
- **Content may include:**
 - Embedded maps (up to two)
 - Approximately four multiple choice questions to elicit public input and rankings on Housing Toolkit priorities.
 - One open-ended text entry field to gather additional input.
 - Brief demographic survey to gather information on open house participants

Findings from the open house survey questions will be incorporated into the Stakeholder Engagement Summary and will inform the draft and final Housing Action Plan. Additionally, the complete survey results will be provided to the City of Shoreline in an excel workbook.

The City will be responsible for sharing the open house link through its social media accounts, emails to neighborhood leaders, postcards to recent multi-family permit applicants, and a targeted mailing to multi-family rental housing. The site will remain open through the project’s duration. CAI will develop site content with review and input from City of Shoreline staff. CAI will complete up to two updates of the site, including updating project findings and ongoing efforts reflecting project progress.

Visual Communication

CAST will model proposed recommendations developed in the Housing Action Plan process, then use input from policy makers, the community, and development professionals to improve the built form. CAST will test the boundaries and critical thresholds of what would be allowed and model street-level changes with easy to understand illustrations to raise public understanding and support for changes. Visual communication may be incorporated into technical advisor, community stakeholder and open house content as appropriate.

Summary Deliverables

BDS will summarize findings from focus groups in a Stakeholder Engagement Summary. The Stakeholder Engagement Summary will analyze and summarize findings from technical advisory and focus group meetings as well as the online survey. Findings will also inform the draft and final Housing Action Plan.

Presenting Findings

BDS and CAI will report on the outreach process and findings in one City Council or Planning Commission meeting. CAI will report on the overall project process in up to two additional meetings.