

## Section II - Community Profile

The City of Shoreline is located in the northwestern corner of King County, along the shores of Puget Sound. Shoreline is generally bounded by the City of Lake Forest Park to the east; the City of Seattle to the south; Puget Sound to the west; and the Cities of Mountlake Terrace and Edmonds, and the Town of Woodway.

### Shoreline Yesterday

Prior to Euro-American settlement and since time immemorial, the Puget Sound area (including where Shoreline is today) was inhabited by Native American tribes residing along the shores of Puget Sound and local waterways. Their patterns of living intertwined with the diverse natural resources of the area—from the flora and fauna of the surrounding forests to the abundant sea life in Puget Sound. Spread across fourteen villages in the Puget Sound area, these first peoples of the area included the šilšola'bš (sheel-shol-AHBSH), of Salmon Bay, the xaʔ ačua'bš (kha-ah-chu-AHBSH) of Lake Union, the sluwilabš (s-lhu-weelahbsh) of Union Bay on Lake Washington, and the Tuobeda'bš (tu-oh-beh-DAHBSH) of Thornton Creek, McAleer Creek and Lyon Creek. Many of the Indigenous people of the area were violently displaced and concentrated into designated reservations with the signing of the Treaty of Point Elliot in 1855.

After the Treaty of Point Elliot was enacted, the Euro-American population of this region began to grow, coinciding with the expansion of railroad access and industries. The population growth and associated infrastructure development of the Richmond Beach area marked a significant moment in Shoreline's history in 1891 when the portion of the Great Northern Railroad connecting Shoreline to Seattle was completed.



**Figure 1: Richmond Beach Business District and train depot seen from Puget Sound in the 1890s, possibly the opening day of the train depot (SHM-106, Courtesy of the Shoreline Historical Museum)**

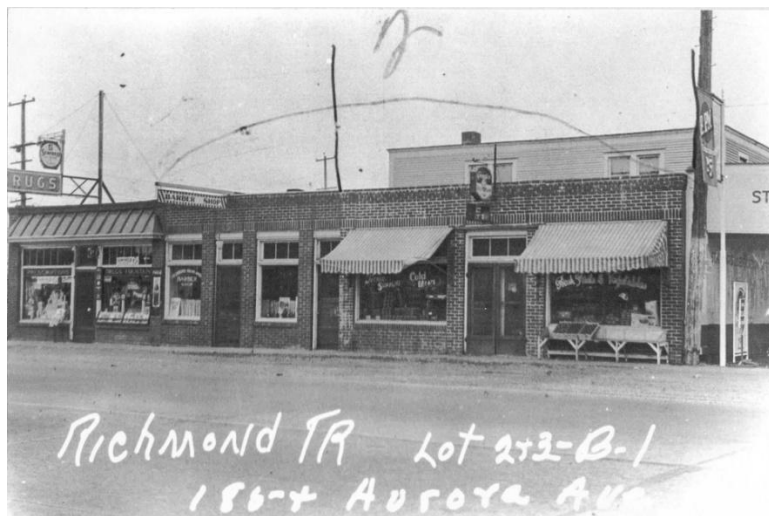
Expanding suburban growth was facilitated in the early 20th century with the completion of the Seattle-Everett Interurban line in 1906 and the construction of the brick North Trunk Road in 1913. These developments made it more feasible to divide large tracts of land into smaller lots in anticipation of future

development. While large tracts of land in Shoreline were divided into smaller lots in the 1910s, houses tended to be scattered rather than concentrated in specific subdivisions. The advent of travel by automobile in this era significantly influenced settlement patterns.



**Figure 2: Morton Anderson house, strawberry field, and barn in Richmond Beach at 15<sup>th</sup> Ave NW in approximately 1905 (SHM-1615, Courtesy of the Shoreline Historical Museum)**

By the late 1930s, commercial development began concentrating along Aurora Avenue, the primary north/south travel route in the region. Commercial uses, in conjunction with the road's function as a primary north-south travel route (US Highway 99) of the growing region, led to greatly increased traffic. The corridor is now lined with a mix of retail options, services, office spaces, and residential land uses.



**Figure 3: Ray Mau's Standard Station and Nelson Drugs at corner of N 185<sup>th</sup> St and Aurora Avenue in approximately 1937 (SHM-563, Courtesy of the Shoreline Historical Museum)**

With the end of World War II, there was a tremendous demand for family housing. The late 1940s saw large housing developments such as Ridgecrest (NE 165th Street to NE 155th Street, 5th Avenue NE to 10th Avenue NE) spring up rapidly. Schools ran on double shifts as families with young children moved into new homes. Business leaders and residents began to see Shoreline as a unified region, which remained part of unincorporated King County at the time.

In 1965, Interstate 5 opened through Shoreline, bisecting the community north to south and limiting east to west access across the city. Smaller commercial neighborhood nodes began to emerge throughout the city.



**Figure 4: Trees clearcut for Interstate-5 at NE 200th Street and 10th Avenue NE in 1962 (SHM-670, Courtesy of the Shoreline Historical Museum)**

Throughout the early 1900s racially restrictive practices in real estate were common throughout Seattle and the now Shoreline area. Due to these practices, the growth that occurred was predominately comprised of white residents.

It is the intent of this Comprehensive Plan to continue the work started in 2020 with the adoption of Resolution No. 467 to address the inequity developed through historically restrictive covenants that influenced past growth in the city. Further information on this topic can be found in the Housing Element Supporting Analysis, as well as the 2023 Racial Equity Analysis.

Population growth continued through the 1960s in North King County region, which is now Shoreline, stabilizing in the 1970s (and later continuing to increase in around 2007 forward). In January 1992, a community effort called “Vision Shoreline” organized to promote incorporation of Shoreline as a City. In September 1994, the incorporation of Shoreline was approved by an overwhelming majority of voters. Following the election, a “Transition Team” was formed to organize the incorporation effort. This effort was successful, and Shoreline officially incorporated on August 31, 1995.

## Shoreline Today

Over the years, Shoreline has become a community distinguished by strong neighborhoods with excellent schools and parks. As Shoreline continues to grow, and with the introduction of high capacity transit such as bus rapid transit and light rail, several areas of the community are redeveloping into vibrant districts with more intensive mixed use and multifamily residential form. Today, the city encompasses approximately twelve square miles and is organized into fourteen neighborhoods.

Even with changes in recent years, Shoreline continues to remain primarily residential with significant land areas devoted to parks and open space. Neighborhood centers occur throughout the city, including at the intersections of major arterials. Mixed use commercial, employment, and residential development occurs along stretches of Aurora Avenue N, in the light rail station areas, and other activity hubs



throughout the city. There is limited industrial development, but there are a substantial number of institutional, public, or tax exempt uses including cemeteries, schools, public services, and churches.

The City is home to many local businesses and industries, including nationally renowned recording studios, a growing number of local breweries, and a myriad of other small businesses that are vital to the fabric of the community. In addition, there are many larger entities such as the Washington State Department of Social and Health Services Fircrest Residential Habilitation Center, CRISTA Ministries, Shoreline Community College, Washington State Department of Transportation, and the State Public Health Laboratory that are located in Shoreline.

In many respects, the community of Shoreline is demographically representative of the greater Seattle-Bellevue-Tacoma Metropolitan Statistical Area (MSA, or the region) that is comprised of all of King, Snohomish, and Pierce Counties. The City is similar to the region (the MSA) in key metrics such as racial and linguistic diversity, household income, and commute habits. However, Shoreline residents stand out as slightly older, more educated, more likely to own their housing, and yet more likely to experience housing cost burden.

The data included in this community profile has been predominantly compiled from the U.S. Census Bureau’s 2021 American Community Survey. Additional data, facts, and figures, as well as a deeper analysis of equity and housing affordability can be found in the [Housing Element Supporting Analysis](#).

### Population Growth

In 2023, the Washington State Office of Financial Management (OFM) reported Shoreline’s residential population to be 61,120.<sup>1</sup> According to OFM, the city’s population has grown about 15 percent since the year 2000 with an average annual growth rate of 0.6 percent per year (Figure 5<sup>2</sup>). Other neighboring Seattle suburbs like Lake Forest Park, Edmonds, and Mountlake Terrace have grown about 5 percent, 12 percent, and 19 percent, respectively since 2000 (see Figure 6<sup>3</sup>).

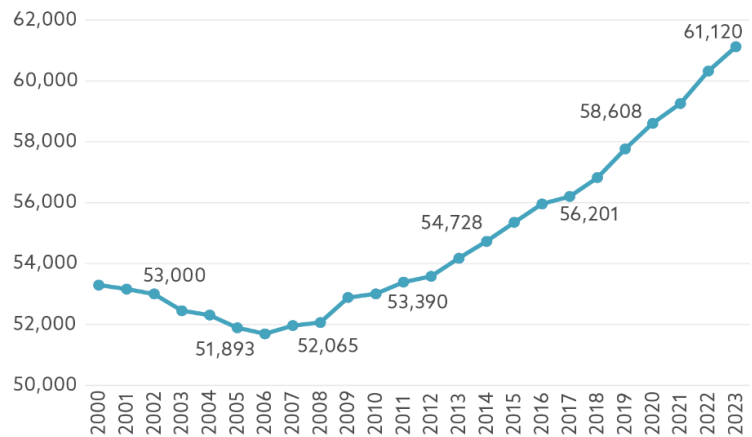


Figure 5: Shoreline Population Growth from 2000 to 2023

<sup>1</sup> Washington State Office of Financial Management (OFM), April 1 official population estimates, April 2023, retrieved from <<https://ofm.wa.gov/washington-data-research/population-demographics/population-estimates/april-1-official-population-estimates>>

<sup>2</sup> Washington State Office of Financial Management (OFM), April 1 official population estimates, April 2023, retrieved from <<https://ofm.wa.gov/washington-data-research/population-demographics/population-estimates/april-1-official-population-estimates>>

<sup>3</sup> Washington State Office of Financial Management (OFM), April 1 official population estimates, April 2023, retrieved from <<https://ofm.wa.gov/washington-data-research/population-demographics/population-estimates/april-1-official-population-estimates>>



### Other Demographics

The following demographic statistics are based on data from the U.S. Census Bureau’s American Community Survey (ACS) (five-year estimate) from 2021s. Information is presented that compares Shoreline’s demographics with those of the region and highlights characteristics that make Shoreline demographically unique in the region.



The **population** of Shoreline **has risen 15%** in the last 23 years from 54,140 residents in 2000 to **61,120 residents** in 2023.

Figure 6: Population Growth from 2000 to 2023 (Percentage)

### Race and Ethnicity

As Shoreline’s population grows, the community is becoming more diverse. Shoreline’s racial and ethnic changes are trending in the same direction as the region, although Shoreline is changing more slowly. As seen in Figure 7<sup>4</sup>, the White population in Shoreline proportionally decreased by about 5 percent from 2010 to 2021 and the region’s decreased by 9 percent.<sup>5</sup> Throughout the region, and in Shoreline, the proportion of foreign-born residents has increased by about 3 percent over the same period.<sup>6</sup>

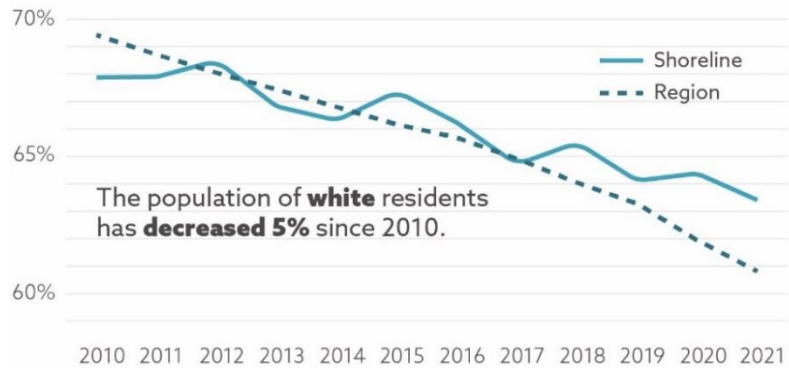


Figure 7: Proportion of White Residents from 2010 – 2021

The population of **white** residents has **decreased 5%** since 2010.

Approximately 23 percent of Shoreline residents are foreign born, about three percentage points higher than in the region.<sup>7</sup> The most common foreign regions in which Shoreline residents were born are Eastern Asia (6 percent of residents), South Eastern Asia (4 percent), Eastern Africa (3 percent), and Latin America (3 percent).

<sup>4</sup> U.S. Census, ACS Five-Year Estimates 2010-2021 – Table B01001H: Sex by Age (White alone, not Hispanic or Latino), April 2010 - April 2021

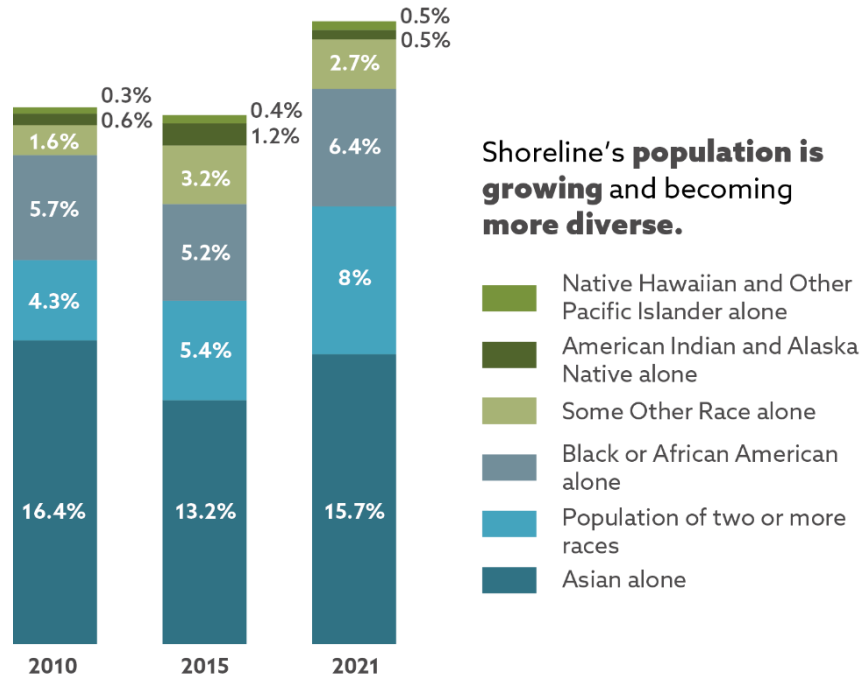
<sup>5</sup> U.S. Census, ACS Five-Year Estimates 2010-2021 – Table B01001H: Sex by Age (White alone, not Hispanic or Latino), April 2010 - April 2021

<sup>6</sup> U.S. Census, ACS Five-Year Estimates 2010-2021 – Table B05002: Place of Birth, April 2010 - April 2021.

<sup>7</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B05002: Place of Birth, April 2021.



As of 2021 Shoreline’s racial and ethnic makeup is roughly similar to that of the region (the MSA), according to the Census Bureau (Figure 8<sup>8</sup>). The ACS’s race and ethnic data show that Shoreline is within two percentage points of the region for all primary race categories (as delineated by ACS). However, race is not evenly distributed throughout the City. As seen in Figure 5 there is a high concentration of non-Hispanic White residents, which make up approximately 63 percent of the population, along Puget Sound. There are fewer White households alongside Highway 99 and Interstate 5. The next most common racial/ethnic minority groups in Shoreline are Asian (16 percent) and multiracial (8 percent). Approximately 7 percent<sup>9</sup> of the Shoreline population identifies as Hispanic or Latino, which is slightly lower than the region (11 percent).<sup>10</sup>



**Figure 8: Non-White Racial Makeup in Shoreline and the Region (Percent of Population)**

**Shoreline’s population is growing and becoming more diverse.**

- Native Hawaiian and Other Pacific Islander alone
- American Indian and Alaska Native alone
- Some Other Race alone
- Black or African American alone
- Population of two or more races
- Asian alone

<sup>8</sup> U.S. Census, ACS Five-Year Estimates 2011 – Table B02001: Race, April 2010, April 2015, April 2021.

<sup>9</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B02001: Race, April 2021.

<sup>10</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B03002: Hispanic or Latino Origin by Race, April 2021.

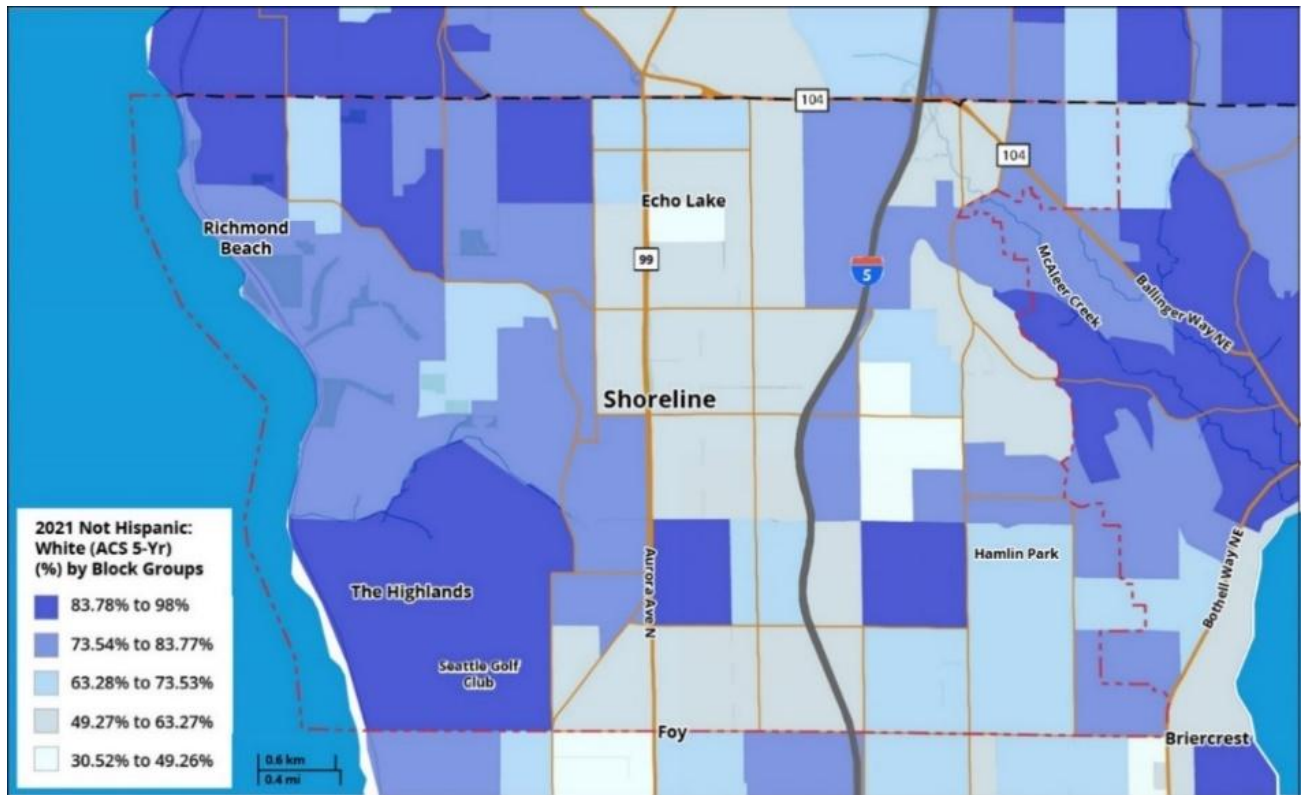
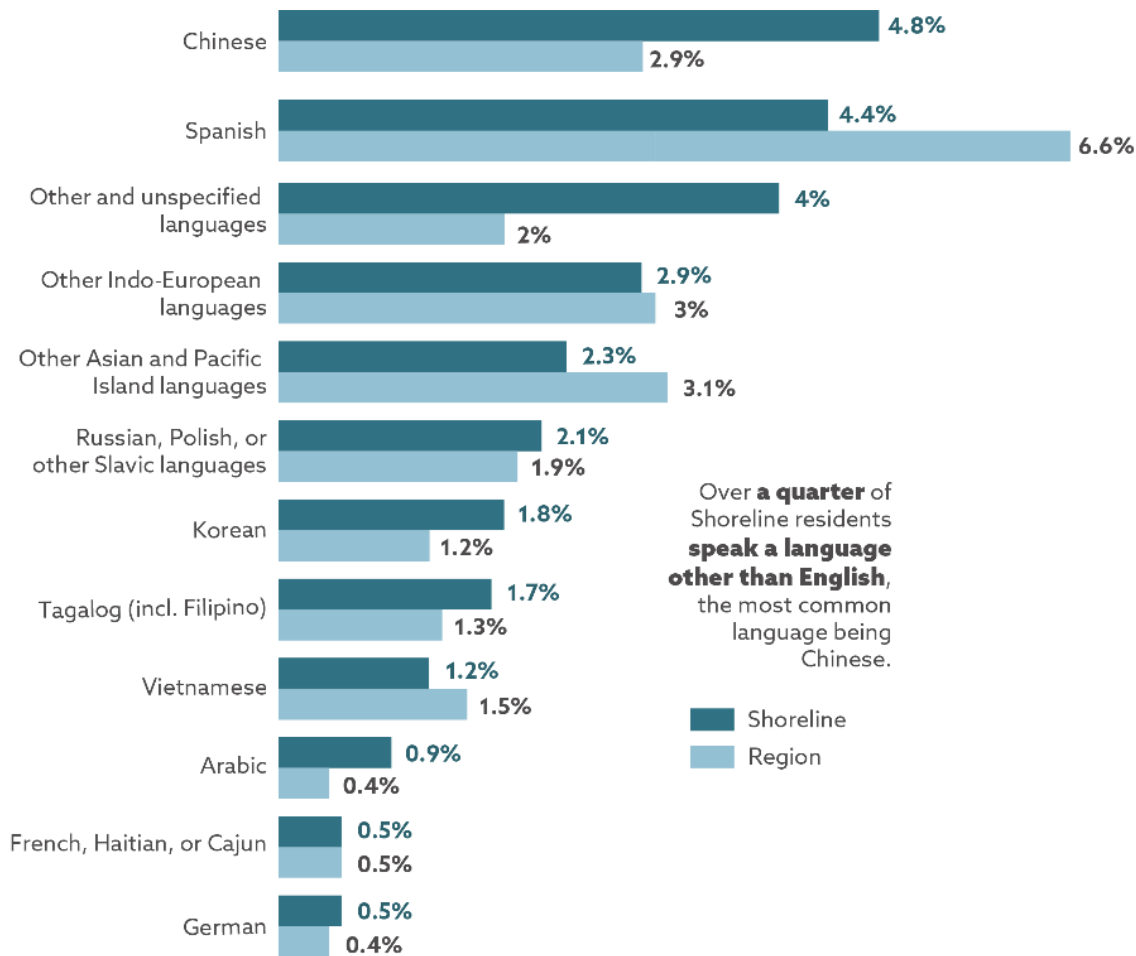


Figure 9: Percentage of Non-Hispanic / Latino White Population by Census Block Group<sup>11</sup>

<sup>11</sup> ESRI, ArcGIS Community Analyst, August 2023.



## Language



**Figure 10: Language Distribution other than English in Shoreline and the Region**

The diversity of languages spoken in Shoreline is similar to that of the region. About 73 percent of City residents speak English at home, compared to 76 percent in the region.<sup>12</sup> As seen in Figure 10<sup>13</sup> the most common languages in Shoreline other than English, using Census categories, are Chinese and Spanish. About 11 percent of residents describe their ability to speak English as “less than ‘very well,’” which is higher than the estimated 9 percent of residents in region.<sup>14</sup>

<sup>12</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table C16001: Language Spoken at Home, April 2021.

<sup>13</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table C16001: Language Spoken at Home, April 2021.

<sup>14</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table C16001: Language Spoken at Home, April 2021.





## Age

Shoreline residents are older than those throughout the region, with a median age nearly five years higher (42 years).<sup>15</sup> This is largely driven by having a larger proportion of residents aged 65 years or more, with about 20 percent of residents falling within this age range, compared to 13 percent throughout the region (see Figure 11<sup>16</sup>). The City also has a smaller proportion of younger residents, with about 20 percent of Shoreline residents between the ages of 18 and 34, compared to 25 percent of residents within this age range throughout the region.

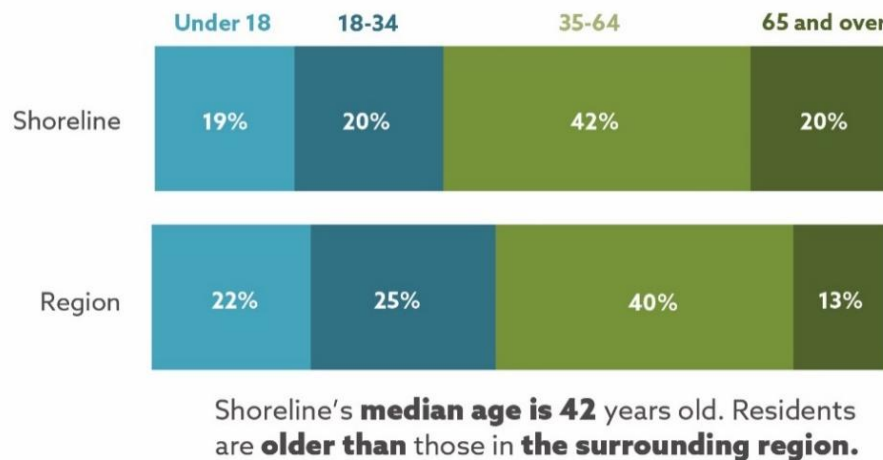


Figure 11: Age Distribution in Shoreline and the Region

## Education

Compared to the region, residents of Shoreline have relatively high levels of education as seen in Figures 11 and 12<sup>17</sup>. For the population over 25 years of age, about 51 percent have a bachelor’s degree or higher, compared to approximately 45 percent in the region.<sup>18</sup> Some of this difference has accumulated over the past decade, with Shoreline’s proportion of residents with bachelor’s degree or higher increasing by about nine percentage points from 2012 through 2021 (as compared to a seven point increase in the region).<sup>19</sup> While 6 percent of Shoreline residents have not received a high school diploma or equivalent credential, 7 percent have completed high school or equivalent in the region.<sup>20</sup>

<sup>15</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B01001: Age, April 2021.

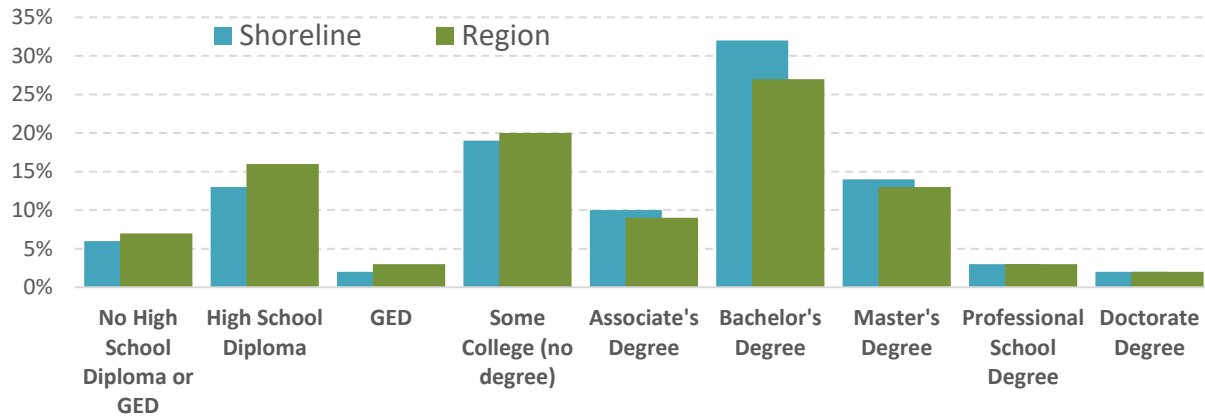
<sup>16</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B01001: Age, April 2021.

<sup>17</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B15003: Educational Attainment, April 2021.

<sup>18</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B15003: Educational Attainment, April 2021.

<sup>19</sup> U.S. Census, ACS Five-Year Estimates 2010-2021 – Table B15003: Educational Attainment, April 2010 - April 2021.

<sup>20</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B15003: Educational Attainment, April 2021.

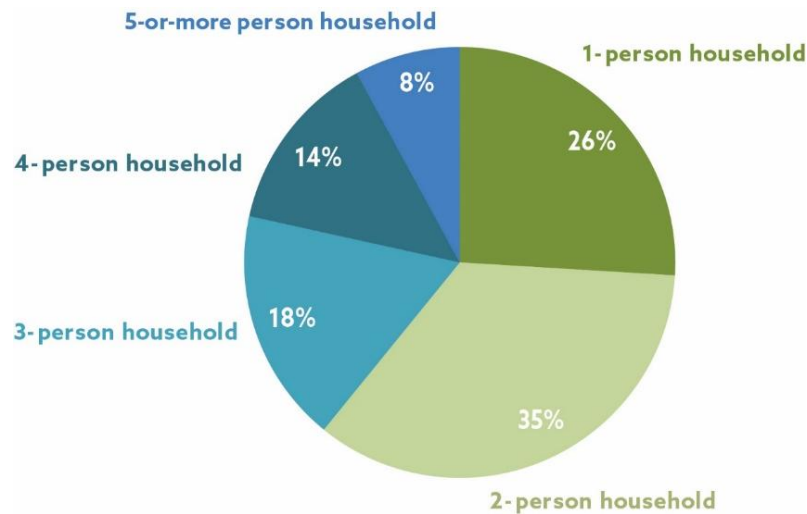


**Figure 12: Educational Attainment in the Region**

### Household Types

The most common household type in Shoreline, by Census categories, is a married couple with no children. About 32 percent of households in the City are in this category, nearly four percentage points higher than in the region.<sup>21</sup> About 29 percent of Shoreline households include children, similar to those in the region.<sup>22</sup> Over 50 percent of households have two or fewer inhabitants (see Figure 13<sup>23</sup>).

For more information on housing affordability in the city of Shoreline, see the [Housing Element Supporting Analysis](#).



**Figure 13: Household Size Distribution in Shoreline**

<sup>21</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B11012: Household Type, April 2021.

<sup>22</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B11005: Household Type by Presence of Own Children, April 2021.

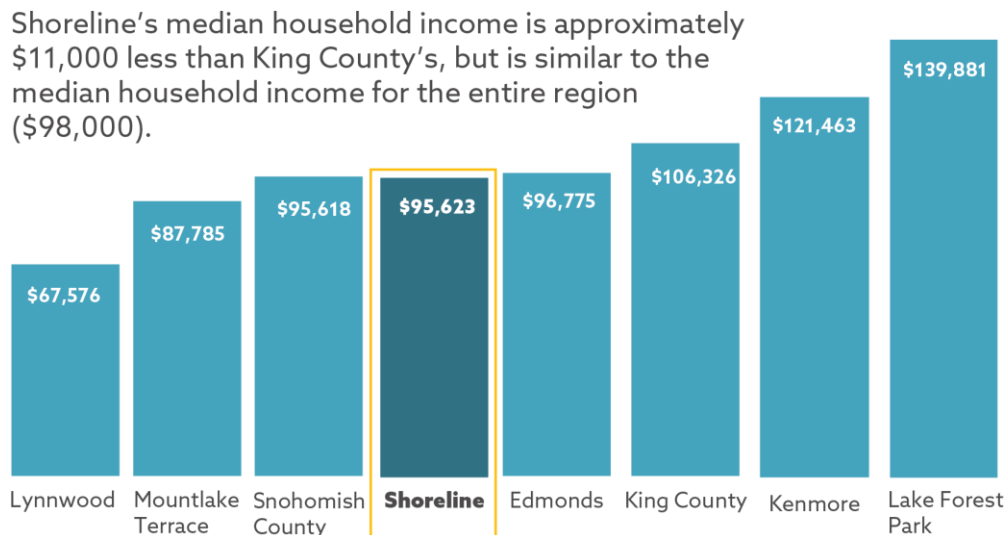
<sup>23</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B11016: Household Size, April 2021.



## Income

Shoreline’s median household income is approximately \$96,000, with about 8 percent of households having an income below the poverty level.<sup>24</sup> These figures are nearly identical to regionwide numbers. One notable difference is a higher proportion of households in Shoreline with incomes under \$30,000, which is 16 percent compared to 13 percent in the region. The median household income of residents in Shoreline is similar to that of the region (\$98,000), but less than in King County as seen in Figure 17<sup>25</sup>. Household income is not distributed evenly throughout Shoreline, although there does not appear to be a concentration of high or low income residents in any one part of Shoreline as seen in Figure 15.

Another factor that distinguishes Shoreline compared to regionwide demographics is the high amount of Social Security income. About 32 percent of households in Shoreline receive Social Security income, nearly eight percentage points higher than the region.<sup>26</sup>



**Figure 14: Median Income for Shoreline and Neighboring Cities**

<sup>24</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B19013: Median Household Income in the Past 12 Months, April 2021.

<sup>25</sup> U.S. Census, ACS One-Year Estimates 2021 – Table S1901: Income in the Past 12 Months (In 2021 Inflation-Adjusted Dollars), April 2021.

<sup>26</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B19055: Social Security Income Households, April 2021.

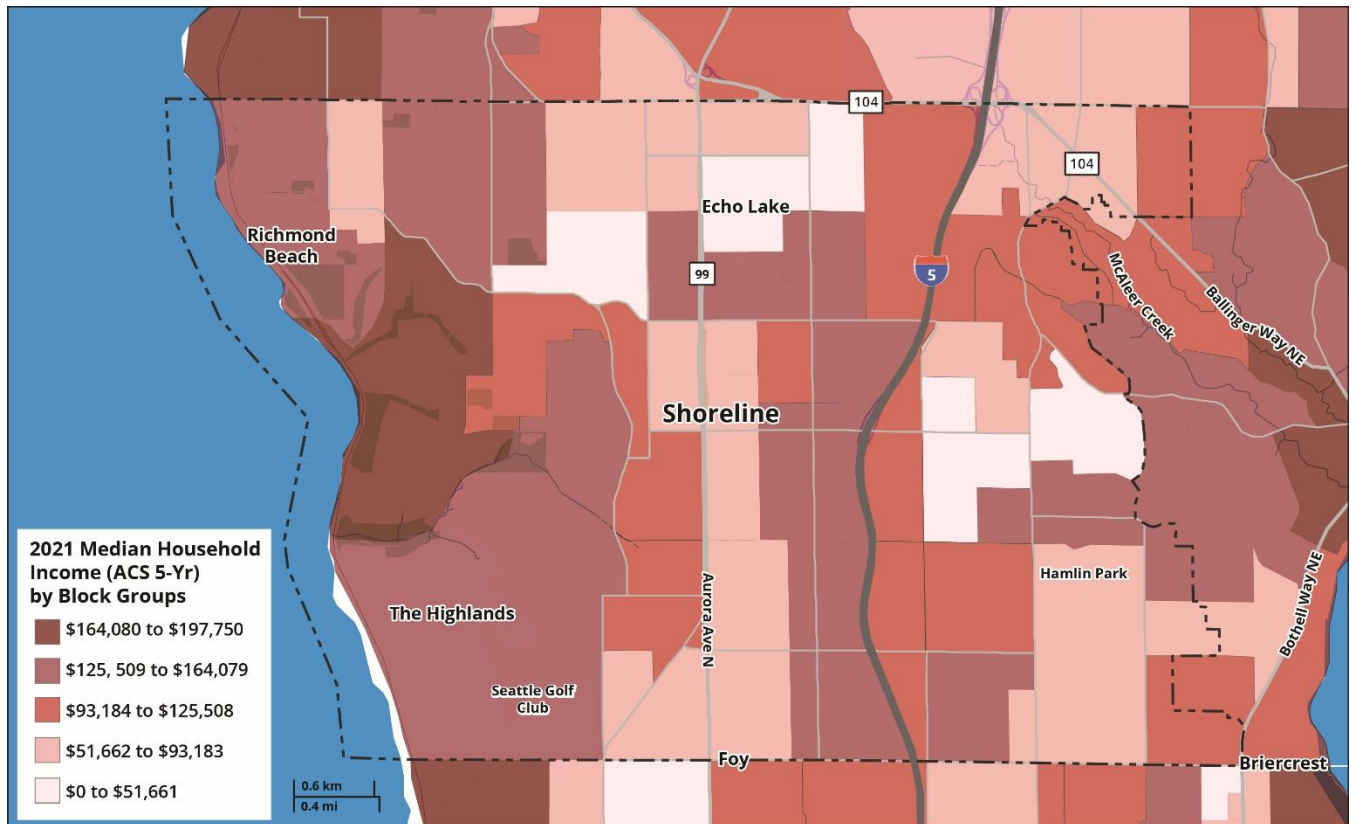


Figure 15: Median Household Income by Census Block Group<sup>27</sup>

### Commute

About 62 percent of Shoreline workers, aged 16 and over, commute to work by driving alone. As seen in Figure 16<sup>28</sup>, this is similar to neighboring cities. This same proportion of workers commute by driving alone throughout the region.<sup>29</sup>

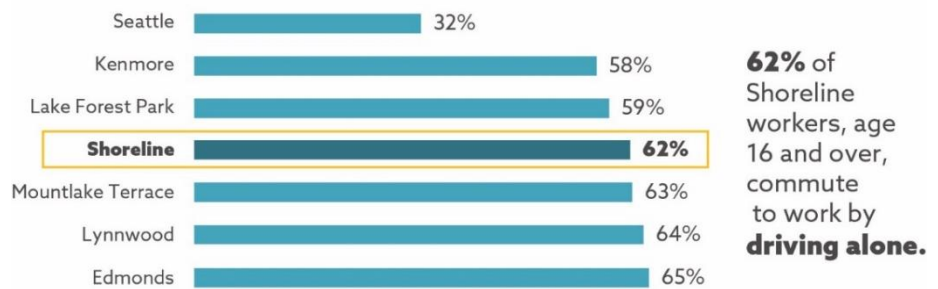
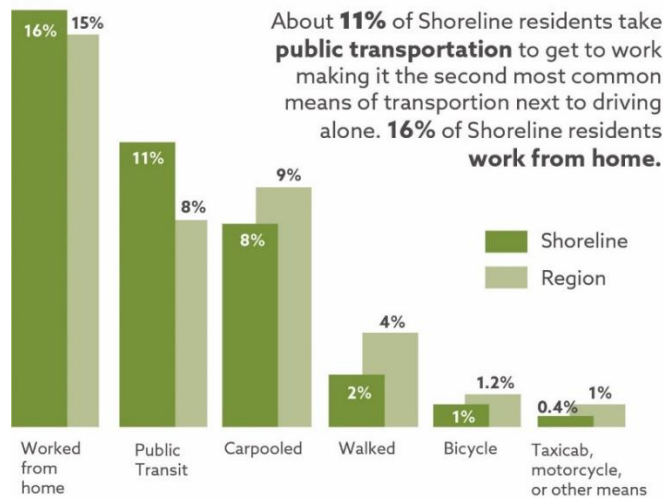


Figure 16: “Drive Alone” Percentages in Shoreline and Neighboring Cities

<sup>27</sup> ESRI, ArcGIS Community Analyst, August 2023.

<sup>28</sup> U.S. Census, ACS One-Year Estimates 2021 – Table S0801: Commuting Characteristics by Sex, April 2021.

<sup>29</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B08006: Means of Transportation to Work, April 2021.



However, Shoreline commuters are slightly more likely to commute by public transportation, with 11 percent doing so in Shoreline compared to 8 percent in the region (Figure 17<sup>30</sup>). From 2019 to 2021, the ACS reported an increase of Shoreline residents working from home from 6 percent to 16 percent, nearly identical to the increase seen in the region.<sup>31</sup> This pattern was presumably due to COVID 19 pandemic restrictions at that time, although working from home has continued as a pattern from 2022 to the present in 2024.

**Figure 17: Commute Type Distribution other than Driving Alone in Shoreline and the Region**

According to the 2020 Longitudinal Employer-Household Dynamics (LEHD) survey, only 8 percent of employed Shoreline residents have jobs located in Shoreline.<sup>32</sup>

### Healthcare

Healthcare coverage among residents of Shoreline is relatively strong, with about 96 percent of civilians covered by some form of health insurance.<sup>33</sup> The regionwide rate is about 94 percent. Coverage rates at each income band are also one or two percentage points higher in Shoreline compared to the region.

<sup>30</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B08006: Means of Transportation to Work, April 2021.

<sup>31</sup> U.S. Census, ACS Five-Year Estimates 2019-2021 – Table B08006: Means of Transportation to Work, April 2019 - April 2021.

<sup>32</sup> U.S. Census, Longitudinal Employer-Household Dynamics (LEHD), OnTheMap, April 2020

<sup>33</sup> U.S. Census, ACS Five-Year Estimates 2021 – Table B27015: Health Insurance Coverage by Income, April 2021.