



M E M O R A N D U M

TO: Councilmember Sally Clark, Chair, COBE
Councilmember Sally Bagshaw
Councilmember Tim Burgess
Councilmember Tom Rasmussen, Alternate

FROM: Marshall Foster and John Skelton, DPD

DATE: March 18, 2011

SUBJECT: Response to SLI 42-1-A-1: First Quarter Report on 2011 Workplan for DPD's City Planning Division

This memo provides the first in a series of quarterly updates to Council's COBE on the 2011 Workplan for Department of Planning and Development's (DPD) City Planning Division. Specifically, this memo provides 1) an update on our three-year workplan and on the status of existing projects, including an approximate FTE allocation; 2) a summary of new projects on the horizon and what resources those may entail; and 3) a summary of anticipated resources likely to flow from quarterly grant acceptance and supplemental budget ordinances or from any other sources.

1) Current Projects

The 2011 workplan, is described in greater detail in the attached "DPD City Planning Division Workplan 2010-2012". The following highlight key projects:

- Neighborhood Plan Updates. Neighborhood Advisory Committee's (NAC's) were formed in the fourth quarter of 2010 and have met several times in preparation for the large public workshops that were recently held in both Rainier Beach and Broadview / Bitter Lake / Haller Lake. The public workshops were hosted by NAC members and were served to begin work with each community in determining priority issues and the scope of the Neighborhood Plan Updates. Unlike the previous round of updates, NAC members did most of the presentation and helped to facilitate small groups. The DPD/Department of Neighborhoods team is also completing Urban Design Frameworks (UDFs) and preparing rezone legislation for the "round 1" updates in the Rainier Valley, while simultaneously launching the two new plan updates. No change in staffing is proposed.
- Broadway Urban Design Framework (UDF) and Partnership with Sound Transit (ST). Work on the UDF for the four ST-owned sites around the Broadway Station is nearing completion, and negotiations are beginning between ST and DPD around the entitlements process for the sites. DPD is proposing that a Development Agreement be used to formalize commitments between the City and ST, which will likely extend work on Broadway.



- Roosevelt Rezone. Economic analysis of the zoning proposal is underway. We expect legislation will be submitted Q2 2011.
- Shoreline Master Program (SMP) Update. Staff has completed proposed amendments to the SMP and has made them available for public comment that will conclude May 31st. We hosted a public meeting/open house in early March and will continue to work with organizations and individuals to address their questions and concerns and refine the proposal.
- Yesler Terrace “Planned Action Community”. We are currently on target to submit legislation for this new entitlements process as well as a Planned Action Ordinance and Development Agreement by late June 2011.
- Comprehensive Plan 7-Year Update. Significant progress has been made in scoping major new elements of the Comprehensive Plan, including a Marine Cargo Terminal Element and an Urban Design Element. We are working with the Planning Commission to develop an overall approach and scope for the update. We believe that with the current 2.25 FTE, we may need to reassign additional staff to complete the extensive outreach and detailed work of updating the Comprehensive Plan later this year, including incorporating the new Marine Cargo Terminal Element into the Comprehensive Plan.
- Georgetown Zoning Review. Work is currently underway.
- Incentive Zoning. This is on hold pending discussions with Council about the best path forward.
- Signs. We are in the process of developing options to improve our regulatory approach to large wall signs, as well as options to improve street amenities and bus shelters in conjunction with allowing more on-street, pedestrian-scaled advertising.
- Trees. Work on revisions to tree protections on private property is on hold until 2012, when it is scheduled to be taken up in the Council’s Regional Development and Sustainability Committee.
- Downtown LEED Bonus. The existing allowance for an additional 1 FAR in downtown zones in exchange for meeting LEED Silver, sunsets in Q2 2011. We are in the process of reviewing policy options and will submit legislation in the coming months.

2) New Projects on the Horizon

We propose to begin or expand work on several key projects in the second half of 2011 and into 2012. These priorities are an outgrowth of work with the Seattle Planning Commission and ongoing conversations with the Mayor and City Council. DPD was fortunate to work closely with the Planning Commission as it developed its “Seattle Transit Communities” (STC) report, and we are now coordinating closely with them on the Comprehensive Plan Update. We support the commission’s

recommendation to apply our time and resources to leverage transit investments where there are significant opportunities to improve communities.

- University District. We propose a new planning effort for the University District Urban Center, building on past neighborhood planning efforts. This work will be done in partnership with community organizations and the University of Washington, who has recently expressed a strong desire to work collaboratively with surrounding neighborhoods to help the University become a more integral part of the community. The focus would be on the area west of 15th Avenue NE, where existing neighborhood plan policies and the City's urban village strategy both envision a vibrant town center around the proposed Brooklyn light rail station. This work is especially timely given that ST is in the process of completing design of the new Brooklyn station. The work would result in both an Urban Center Plan for the area west of 15th Avenue NE, along with a specific implementation strategy that integrates land use, transportation and sustainability elements, as well as other issues identified through the community planning process. We anticipate needing some staff time to prepare for this work in 2011, and a commitment of existing resources to this effort in 2012 and 2013 to complete it.
- Corridor Planning around BRT. As resources are freed up from existing work program commitments, we propose to begin "corridor-based" planning to take advantage of new bus rapid transit (BRT) planned for Seattle. Over the next three years, pending financing, King County METRO plans to begin new RapidRide BRT service on three corridors in Seattle: West Seattle, Elliott / 15th Avenue, and Aurora Avenue. We have joined with the Seattle Chapter of ULI to define the best approach to TOD around BRT, in partnership with METRO and the City of Shoreline. We propose to begin by developing a Station Area plan for the NW Market St. and 15th Avenue NW RapidRide stop in Ballard. This location was identified as a priority in the Planning Commission's STC report, and there has been strong community support to seize it as an opportunity for TOD. Our work with ULI suggests there is strong market interest to make this location a model for a vibrant transit hub around BRT. We believe this work could then be extended to other RapidRide stops along the 15th Avenue Corridor over time, including the Elliott Avenue corridor.

3) **Grant Sources**

We have been fortunate to secure several new sources of revenue from grants from state and federal partners and MOAs with other departments to offset the City Planning Division's reliance on the General Fund. These sources are described in detail in the attached "2011 Grant Sources Summary Table." Because these revenues are one-time, they do not offer a long-term sustainable source of savings. Each new source comes with specific work requirements and deliverables that are noted in our accompanying workplan.

Attachments:

DPD City Planning Division Workplan 2010-2012
Grant Sources Summary Table
Council SLI 42 1-A-1