



GREENWOOD

PROPOSAL FOR LEGISLATIVE REZONE WITH SITE PLANNING DESIGN STUDY & DEVELOPMENT GUIDELINES

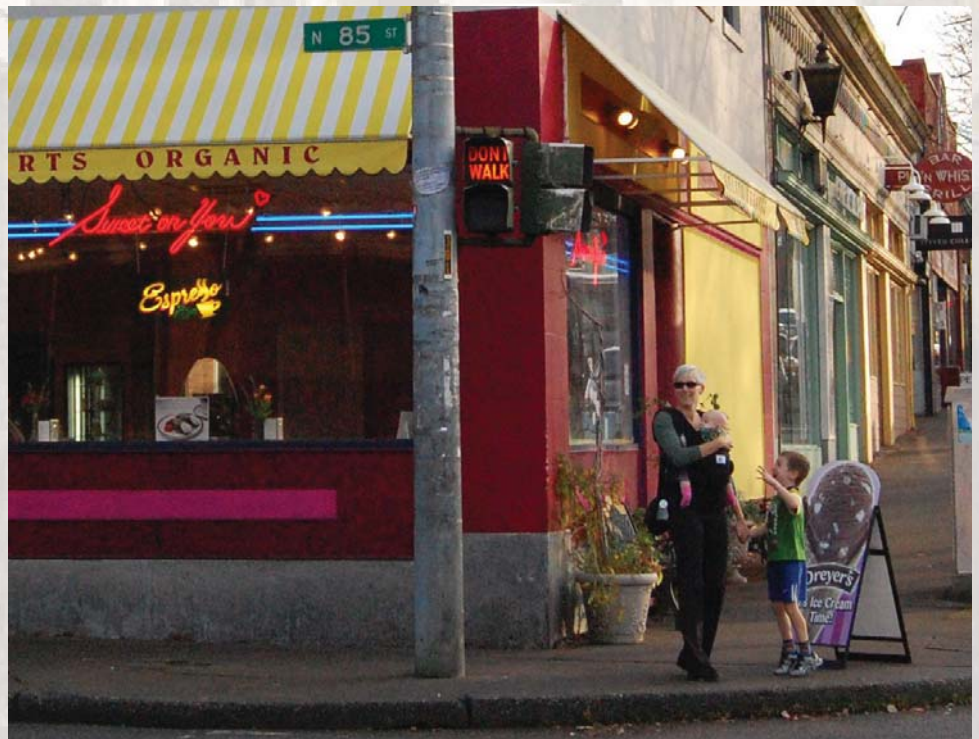
June 26, 2009

This packet created by the Greater Greenwood Design
& Development Advisory Group (GG.DDAG).

INTENT

The intent of this proposal is to provide the framework to encourage sustainable redevelopment of the Greenwood Town Center so that it can reach its full potential as a people-centered walkable / bikeable/ transit oriented compact urban village. The buildings, open spaces and circulation systems developed on this site should complement each other and fortify the existing main streets of the Greenwood neighborhood.

Over 10 acres of the Town Center is currently zoned C1-40 which encourages low-density car oriented uses. The proposed rezone is a combination of NC2-65, NC2P-65, NC3-65, (Neighborhood Commercial 65') and L-3 (3 Story Multifamily Residential). Together with the site planning design study ideas & development guidelines developed by our group this proposal is intended to encourage the future development of a successful residential urban village that illustrates contemporary best development practices, assures healthy human habitat for all people, and reduced negative impacts on the local and global environment.



WHY A REZONE?

The current zoning is consistent with nothing more than the auto-dominated development that currently exists on the site.

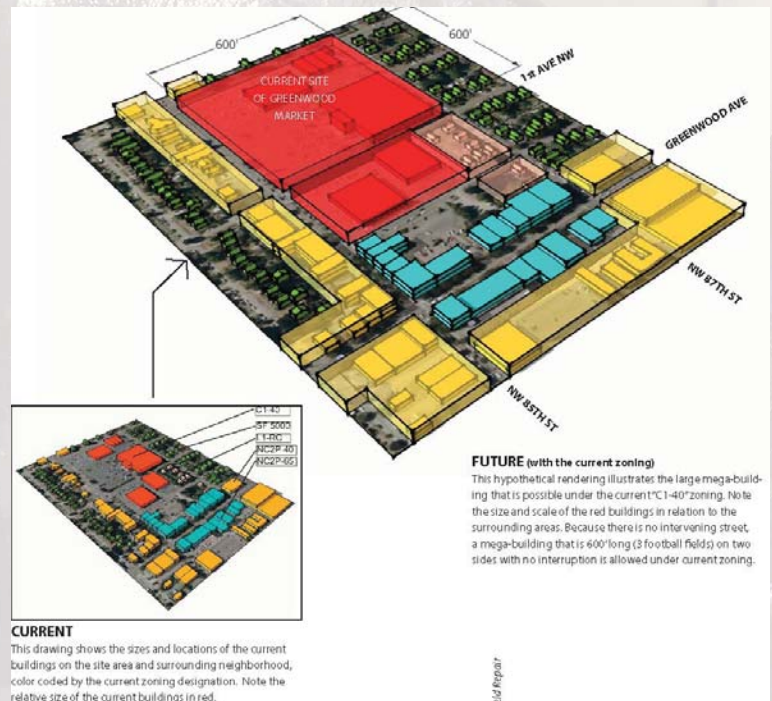
The current zoning in this location conflicts with many of the land use and planning policies of the City of Seattle and the Greenwood neighborhood and fails to set the stage for the kind of healthy human habitat in an urban village that our neighborhood deserves.

The current zoning is much less restrictive on uses, street front character, and pedestrian amenities. Because of this, the design review system will have little to no ability to improve the character of the development on these parcels.

C1-40 car oriented, single use zoning fails to assure us a future that is sustainable and healthy. It degrades adjacent properties, discourages pedestrian activity and inhibits the cultivation of neighborhood social systems, eliminates or minimizes the importance of the quality of the public realm – sidewalks, streetscapes, town squares, gathering places, greens, etc. in favor of the auto dominated culture.

Neighborhood Commercial zoning is the correct zoning for this site. It includes built-in restrictions to improve the pedestrian experience. holistic approach of a legislative rezone which galvanizes the immense potential of the parcels in totality. It has the potential

to be a win-win for all; neighbors get a better more sustainable town center and property owners benefit from increased development potential (higher land values and existing and new businesses are fortified by increased foot traffic and higher demands for their goods and services).



Possible build-out with existing zoning



Existing town center with proposed zoning boundary dashed-in

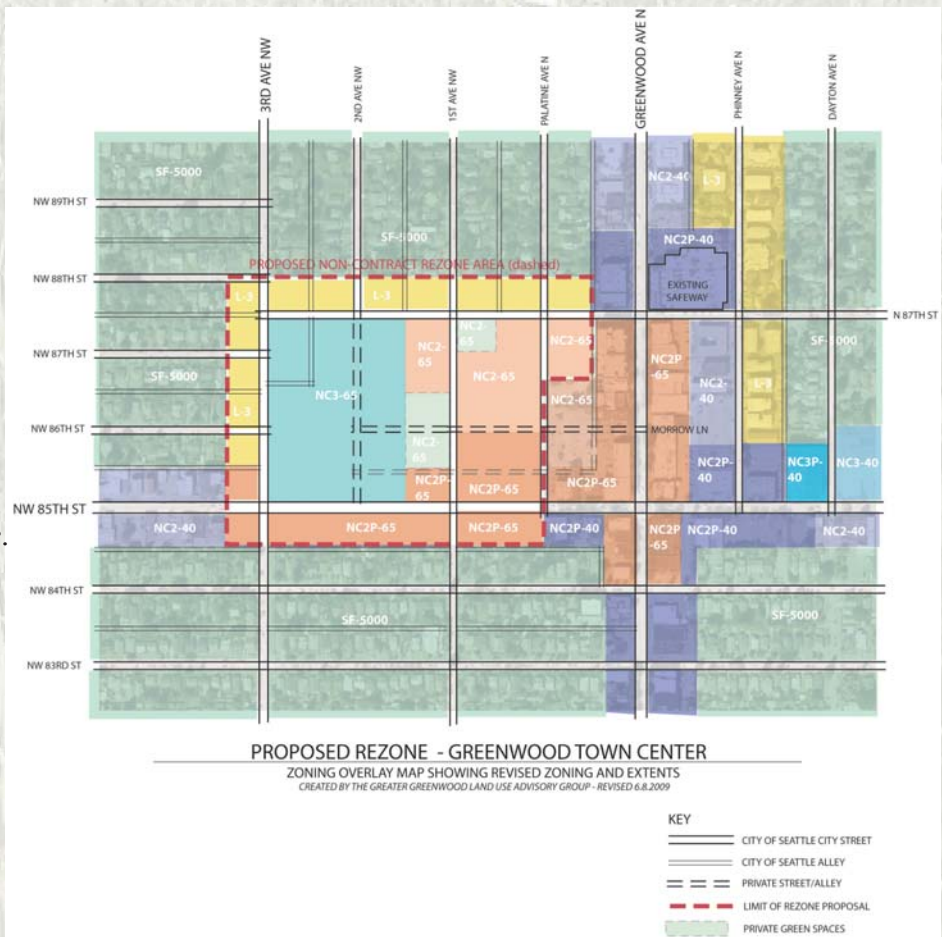
Approximate Existing Zoning

- Auto-oriented zoning.
- Inflexible development opportunities
- Working with the past, not working toward the future.
- Limits opportunities for the local economy.
- Provides no transition zones.
- An unsafe environment for pedestrians, bicyclist, and families.



Proposed Rezone Layout

- Mixed-Use Zoning.
- Pedestrian/bicycle mobility.
- Stimulating the local economy.
- Creates community spaces.
- Development for a sustainable future.
- Business rich environment.
- High density development.
- Transitioning to existing adjacent uses.
- Residentially enriched.
- Making the Town Center a Town Center.



“Greenwood is a vibrant, growing neighborhood that deserves more progressive zoning and smarter growth.”

THE DEVELOPMENT GUIDELINES

Description: This is a summary of how future developments should materialize.

1. **Prior Planning:** Growth Management Act, Seattle's Comprehensive Plan & the Urban Village Strategy, Neighborhood Plan - Respect and respond to all elements of Seattle's Comprehensive Plan including but not limited to all policies & strategies relevant to Residential Urban Villages.

2. **Zoning:** Mixed use/neighborhood commercial intent and pedestrian/bicycle/transit rider modal preference over auto dominance of Residential Urban Villages as per the Comprehensive Plan and Neighborhood Plan. NC2, NC3, and possible further incentives toward a compact mixed use walkable, bikeable development.

3. **Open Space:** Identify and develop a hierarchy of people-centered programmable open spaces for public use around which the town center can develop and connect to the main streets. Consider termination of Morrow Lane at a town square. Create a sense of place by scaling the town square properly, detailing it with dignity, and defining the space sufficiently with buildings that interact with the space. Plan for a variety of open spaces that optimize solar orientation and are protected from wind. Address the needs of all ages of users in the varied open spaces including but not limited to play spaces, seating areas, public gathering spaces, green spaces and a town square where a flea market / street market could occur regularly. Consider a landmark in the town square and plan for adjacency of some surface parking to accommodate flea / street market vendors.



4. **Grid:** Create an at-grade exterior walkable / bikeable circulation system with a maximum 300' x 300' grid. Bisect / supplement main grid with a finer grain circulation system of alleyways for service, pedestrians, and bikes. Align and re-establish 2nd Ave NW. Plan for a mid-block crosswalk at 2nd Ave N across NW 85th St. Respect Green Street designation of 1st Ave NW.



5. **Adjacency:** Connect the development seamlessly with the existing streets and adjacent development

6. **Public Realm:** Concentrate on the quality of the space in the public realm even if it's actually privately owned. Street trees, wide sidewalks, attractive pavement, buildings that are interesting at the pedestrian level, site furnishings, and comfortable spaces that encourage foot traffic, transit use, and bicycles should all be considered.

7. **Transit:** Address importance of NW 85th St as a Pedestrian Overly Zone. Plan to accommodate a very integrated, welcoming, attractive and comfortable transit stop on NW 85th St.

8. Compact Mixed Use

Development: Promote healthy human habitat including family habitat and senior habitat with compact mixed income mixed-use development across the site. Develop 4 – 6 story buildings that result in density of 50 HH / acre. In general, development that is sustainable economically, socio-culturally, and environmentally should be fully explored.

9. **Service Access:** Create service access from alleys and below grade as possible (depending on Peat Settlement Zone implications). Consider small parking pockets in alleys for short term use.

10. **Store Sizes:** Create a variety of commercial spaces including retail, services, community uses, and offices.

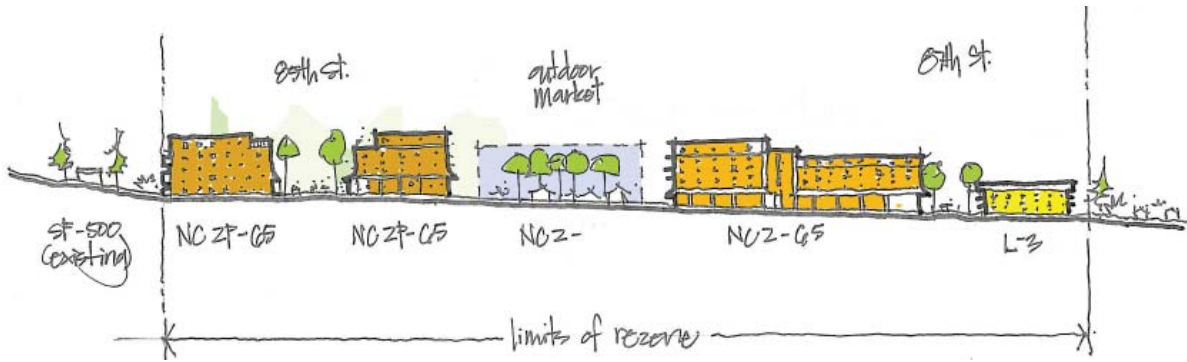
11. **Entrances:** Provide entries to commercial and residential spaces along all building facades on the main grid at grade. Consider space between sidewalks and doors that allow the commercial spaces to interact with / spill out onto the sidewalk and allow residential uses a transition area between public and private space. . Consider 4 second changes for pedestrian level experience along sidewalks. Include a minimum of one entrance per 50,000 sf of single use commercial space.

12. **Parking:** Provide residential and employee parking below grade if possible (depending on Peat Settlement Zone implications). Incentivize employees that arrive on foot, bicycles and via transit. Provide commercial parking in a “retail neutral” structured garage or garages above grade and open to daylight that can function as shared parking for the larger business district including the existing commercial uses on the main streets. Provide universally accessible surface parking in small “teaser” lots that reduce distances for off-peak shopping by mobility impaired customers and seniors. Connect “teaser” lots to structured parking. Provide convenient bike parking throughout the site.

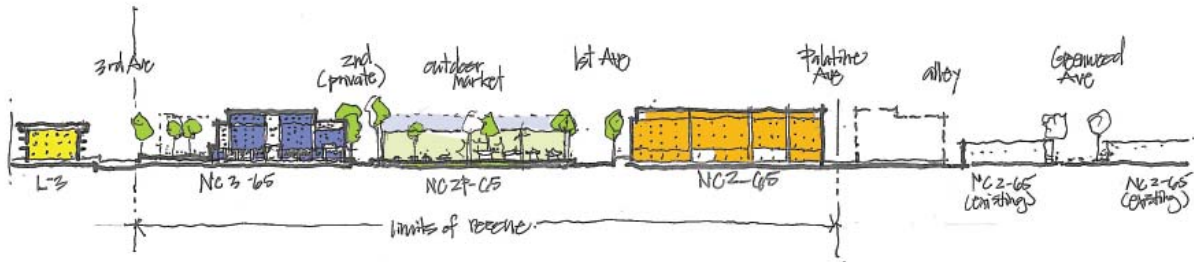
WHO PROPOSES THIS REZONE?

The Greater Greenwood Design & Development (GG-DDAG) Advisory Group is a volunteer group of design, development, environmental, and legal professionals living within the Greater Greenwood community. We work together to provide targeted and effective advocacy for the betterment of the Greater Greenwood built environment. We exist as advisors to the Greenwood Community Council and work to address major planning issues within our community. Our group works directly with stakeholders in the community to coordinate and provide input as needed to City of Seattle DPD planners, The Northwest Design Review Board, land owners, architects, developers, SDOT, SPU, City Hall, and others on behalf of the GCC. The GG-DDAG proposes this legislative rezone, site planning design study, and development guidelines.

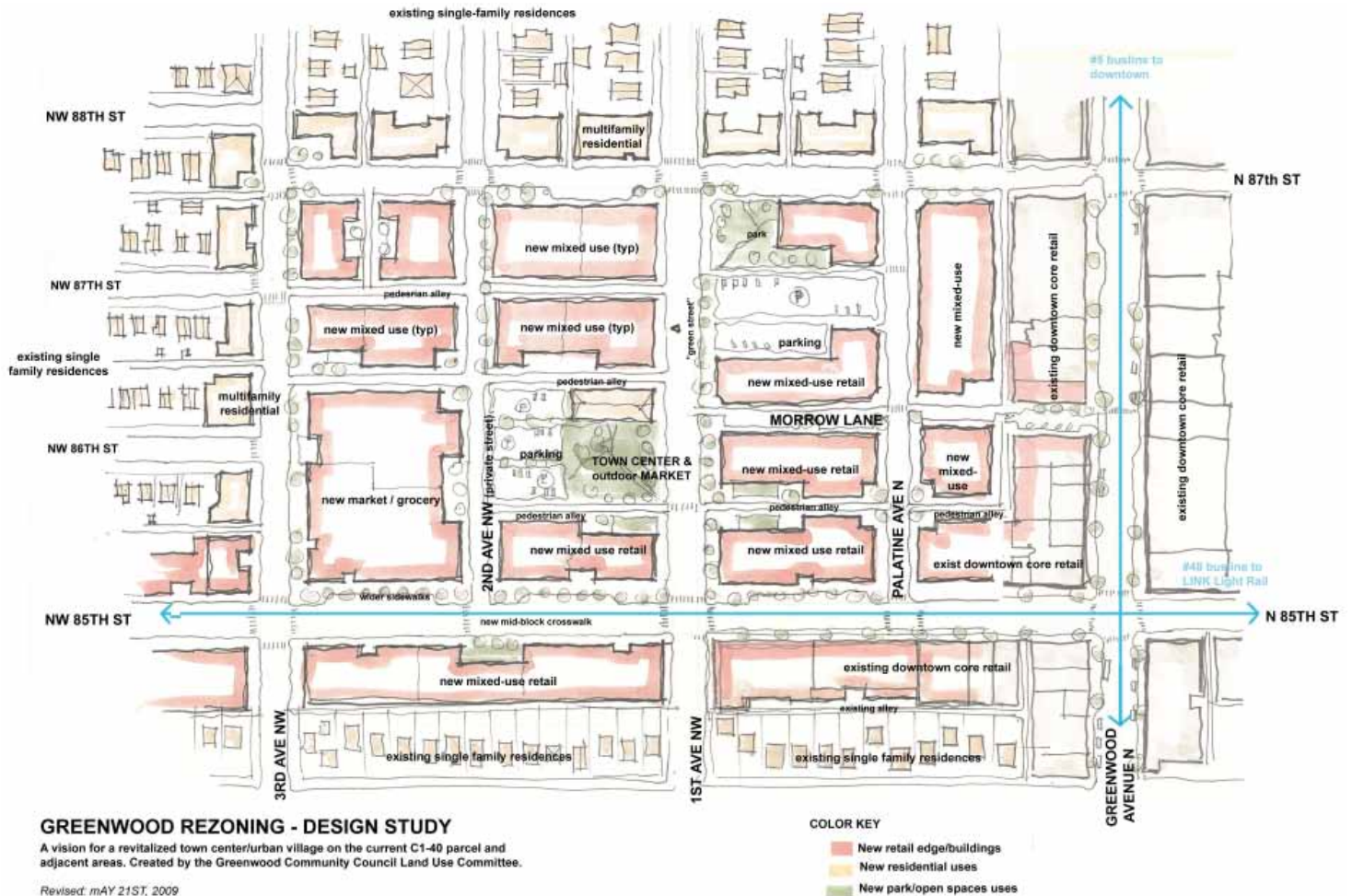




South-North :: Design study cross Section



West-East :: Design study cross Section



Design study of one possible re-zoned build out



development occurs on those parcels. The corporation is represented by Gary Brunt who is the property manager, a trustee, and a board of directors member. The trust beneficiaries do not get to vote about what happens in the town center, but many of them care deeply about the future of Greenwood and the legacy of Morrow family lands. The Morrow Family Council represents many within this group. In addition to GSCI, there are about 3 dozen other property owners of the properties in the rezone proposal.

GSCI is currently involved in a lease renegotiation with Fred Meyer to enlarge the part of the parcel which Fred Meyer currently leases. The new lease would give them control of the part of the site from 1st Ave NW to 3rd Ave NW and from NW 85th St to NW 87th St. GSCI also has development plans for their properties located between Greenwood Ave. and Palatine Ave. N. There are no current development plans for the existing structure and property which fronts 85th and is between Palatine Ave. N. & 1st Ave NW. Several locally owned businesses have not been offered leases long enough to provide opportunities to redevelop in the town center including Greenwood Market and Bartell Drugs. Both stores are interested in a long term future in Greenwood.

WHAT'S NEXT?

Building momentum and support – At the time of this writing, this proposal is in process. Continued community input and involvement is encouraged.

For status updates, additional information, or to inquire about potential involvement with the GG.DDAG, please email:
GG.DDAG@gmail.com
C/O Evan Bourquard, GG.DDAG Chair

To express support or request additional information, please contact Trevor Stanley, acting Greenwood Community Council President, trevorstanley@mac.com

WHO OWNS THESE PROPERTIES?

Much of the town center is owned by Greenwood Shopping Center Inc (GSCI). GSCI is a corporation that is currently managed and controlled by trustees & board of directors for the trust benefit of beneficiary shareholder interest, which is almost exclusively held by members of the Morrow family, descendants of an early Greenwood homesteader family. The Board of Directors & Trustees control the leases of their parcels and makes their own decisions regarding what

Greenwood Community Council Land Use Committee

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