



Everett Station
DISTRICT ALLIANCE

Recommendations for Neighborhood Transformation



Photo of Everett Station

September 2017
Everett Station District Alliance

everettstationdistrictalliance@gmail.com

The
Everett Station District Alliance's

Recommendations for Neighborhood Transformation

Prepared September 2017

Digital copies of this report are available online at www.everettstationdistrict.com
or by email at everettstationdistrictalliance@gmail.com.

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Executive Summary

The Everett Station District Alliance formed in 2014 as a loosely affiliated group of community stakeholders committed to the redevelopment and transformation of the area surrounding the Everett Station into a transit-oriented, walkable, affordable, and welcoming neighborhood with increased residential and business uses. The group defined a vision for the neighborhood and convened a series of community workshops in 2016 and 2017 to generate ideas for implementing this vision. The workshop covered the following topics:

- Green neighborhood
- Developer incentives
- Connectivity
- Parking
- Safe streets

This report summarizes and synthesizes the most promising ideas to emerge from these workshops. The Alliance proposes to present them as recommendations to the City of Everett and Snohomish County to inform, and be included in, updates to the Metro Everett subarea plan or other actions the city and county may pursue. With extensive public input gathered through this engagement process, the Alliance hopes the city will adopt measures that will create a policy and regulatory framework supporting redevelopment consistent with the vision for the neighborhood. Some recommendations do not fit within the purview of the Metro Everett plan, however they are worthwhile opportunities and the Alliance, city, or county may choose to pursue them through other means.



Acknowledgements

The Everett Station District Alliance is grateful to the following agencies and individuals for their contributions to the workshops and support for the development of recommendations contained in this report:

- Snohomish County Council
- Everett Transit
- Workshop participants (see Appendix A for complete list)

Alliance members Nicholas Bratton (Forterra), Ed Petersen (HopeWorks), and Jamie Belsterling (HopeWorks) prepared this report.

Everett Station District Boundary

The Everett Station District Area is bounded by Broadway and the I-5 corridor and by Hewitt and 41st St. In June 2017, the ESDA voted to extend the boundary south of the I-5 corridor, now bounded by Smith Ave and 41st St.



Map of the Everett Station District



Introduction

The Everett Station District Alliance (ESDA) is a 501(c)(3) organization composed of local stakeholders collaborating on a vision for the redevelopment of the 50-block neighborhood around the Everett Transit Center. The transit center opened in 2002 with the intention of catalyzing redevelopment of the neighborhood into a vibrant community with housing and jobs within walking distance of the station. This redevelopment of the neighborhood has not materialized in the intervening years. In 2014 the ESDA emerged as a voluntary assembly of property owners, business owners, environmental groups, community-building organizations, developers, and transit agencies committed to creating and pursuing a vision for the neighborhood that would stimulate residential growth and economic development of the area in an environmentally responsible and equitable way.

The ESDA formalized its structure as a 501(c)(3) organization in 2017. The ESDA is a membership organization open to any individual or entity with an interest in the neighborhood or the vision. As of August, 2017 the Alliance has 39 members. Through its pursuit of a neighborhood vision the Alliance seeks to bring transformative change to the Everett Station District that is consistent with the following goals:

- Residential units, located over ground-level businesses, will have a significant presence near the transit station.
- Pedestrian-friendly walkways and bicycle infrastructure will be easily accessible to the train and bus station.
- Open space for children, adults and seniors will be a safe, attractive and inviting feature of the neighborhood.
- Friendly, attractive, safe, walkable connections up the hill to the Downtown Everett area will be valued and utilized by commuters, residents and employees in the station area.
- The ability to commute to and from work will incentivize significant job growth in proximity to the station.

Recommendations are grouped by target audience:

- City of Everett and its Metro Everett subarea planning process,
- Snohomish County to support comprehensive plan objectives, and
- other entities to pursue outside the City and County planning processes.



Workshops

Overview

Between October 2016 and June 2017 the Everett Station District Alliance convened a series of five workshops focusing on each of the central themes of the Alliance's vision:

- Green neighborhood/parks/open space
- Developer incentives
- Connectivity
- Parking
- Safe streets

The Snohomish County Council awarded a funding contract to support this community engagement process. The goal of these workshops was to gather subject matter experts, community stakeholders, and public agency staff to identify challenges facing the neighborhood and generate ideas for concrete steps that will lead to transformation of the District in a way that supports the vision. The Alliance will present the most compelling findings and promising ideas to the City of Everett and Snohomish County as recommendations for inclusion in the Metro Everett subarea plan.

The workshops resulted in a range of innovative ideas and this summary contains excerpts that reflect the best recommendations to emerge from the process. These ideas stood out for a number of reasons, including alignment with the vision, potential scale of impact, cost-effectiveness, or feasibility.

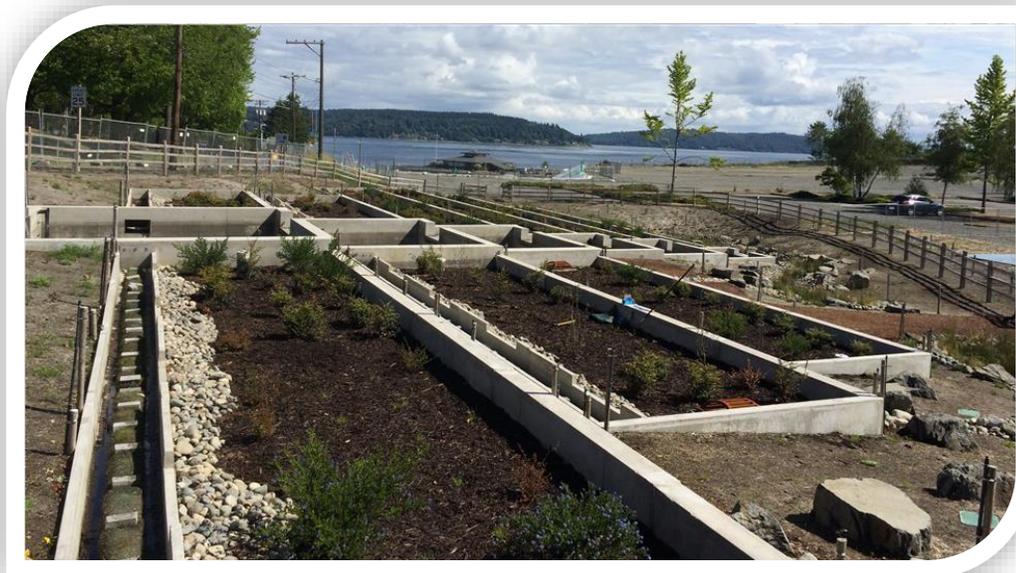


Green Neighborhood

The main themes we heard in this workshop centered on the need for near-term action by the city to create park space while land is still available, as well as a recognition that streetscape design could supplement the limited opportunities for open space while creating multiple public benefits. The redevelopment of the neighborhood also creates a special opportunity for the city to take innovative approaches to improving water use outcomes by integrating green infrastructure into the built environment.

Metro Everett Recommendations

- Given the scarcity of publicly owned land in the District, along with the increase in land prices, the city should plan for the creation of at least one new park in the neighborhood in advance of redevelopment.
- Create a green corridor connecting the future light rail station with Everett Station. This would feature trees, vegetation, and natural water treatment features.
- Integrate park-like features into the streetscape to provide multiple public benefits.
- The city should pursue the management of publicly owned land and open spaces for multiple benefits, including the reduction of stormwater impacts through natural infrastructure.
- The city should adopt policy and regulations to use streetscaping to influence hydrology (reduced stormwater impacts).
- Create a regional green stormwater infrastructure treatment facility similar to the example at Point Defiance in Tacoma:



Point Defiance stormwater treatment facility in Point Defiance, Tacoma

Furthermore, the city should:

- Adopt incentives for landowners to plant trees on private property,
- Adopt a tree canopy coverage goal for the city and Metro area,
- Partner with transportation agencies to plant trees along I-5 and train tracks,
- Enhance streetscaping on Broadway, including a landscaped median, to create a more user friendly connection between the city center and Everett Station neighborhood. This “bridge” would create a welcoming entry to the neighborhood while also improving stormwater options. Consider landscaping the median between 34th to Pacific, where there are fewer curb cuts, and therefore fewer customer access considerations. Use the East Marine View Drive median landscaping as an example.



Adding greener landscaping to the neighborhood would create a more attractive and sustainable environment to live and work.

Snohomish County Recommendations

- Support city park investment in the neighborhood through Conservation Futures or other funding opportunities.

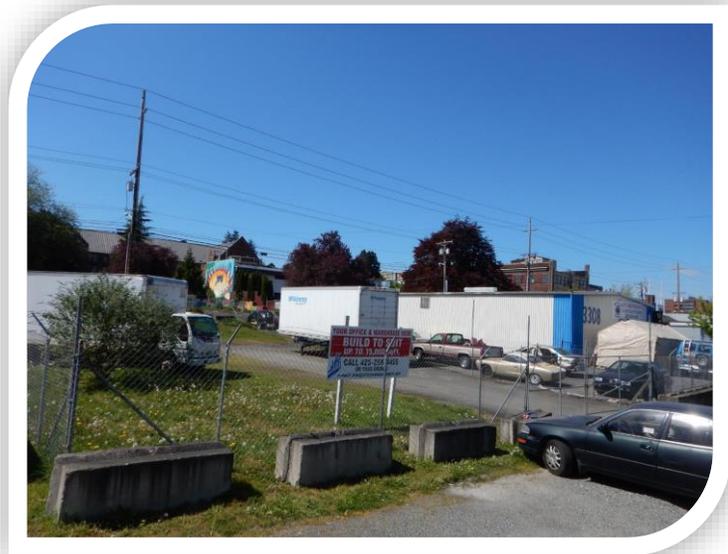


Developer Incentives

This workshop aimed to answer the question: how does Everett create a development environment with the right incentives for the Everett Station Neighborhood to create 4,500 housing units and 1,000 jobs during the 2016 to 2035 period?

Input from this workshop largely focused on identifying barriers to redevelopment, both from a regulatory and market perspective, as seen through the perspective of developers. One of the challenges facing the city is meeting growth targets. The 2016 Snohomish County comprehensive plan calls for nearly all growth over the next 20 years to go into urban areas in the southwest county. The city of Everett needs to plan for an additional 60,000 residents in this period, an increase of roughly 60% above today's population.

The Everett Station District has the potential to become a thriving neighborhood that can be home to a significant portion of this growth. Recognizing that plans for growth do not always equate to appetite for development and actual demand for growth, we identified some regulatory and policy changes that the city could pursue to help achieve these growth targets through incentives for development.



Vacant lots near the station represent opportunities for redevelopment.

Metro Everett Recommendations

- The City of Everett has functional needs within the District and will continue to control certain properties for operational purposes. The city should use and plan for location and design of its facilities in a way that achieves public needs while supporting and participating in opportunities for residential and commercial development integrated with public properties in the neighborhood.



- The city should explore the feasibility of the Landscape Conservation and Local Infrastructure Program (LCLIP) as a tool for generating new revenue to pay for infrastructure improvements in the neighborhood. This program would fund capital projects that are essential to supporting growth: roadway capacity, transit, streetscape improvements, maintenance, and security.
- Increased building heights, flexibility in design standards, and reduced parking requirements are incentives that would support the overall redevelopment vision and would help entice developer interest and investments in the neighborhood.
- Include transfer of development rights as an option in the incentive zoning palette across Metro Everett and particularly in those areas with the highest potential zoning. Everett has already proposed an incentive zoning provision for parts of the Station District (i.e. the Lowe's property). By including a transfer of development rights option as an incentive for developers to achieve bonus height the city will help drive market-based conservation of county farm and forest lands that reduce flooding impacts and provide food to Everett residents.

Snohomish County Recommendations

- Support the inclusion of transfer of development rights as a means to achieve bonus density in the plan's incentive zoning while also protecting farm and forest land in Snohomish County. The county will benefit from growth directed to cities and market-based conservation of farm and forest lands.
- Partner with the city in the exploration of LCLIP feasibility in Metro Everett.

Other Findings and Recommendations

- Pioneer projects assume higher risk related to uncertain market conditions and time demands for exploring cost-benefit analysis of development alternatives. The city should offer incentives that support the early projects that contribute toward neighborhood vision.
- Early projects should include fundamental components of a desirable neighborhood: grocery store, anchor tenants, affordable housing, and market-rate housing.
- The city should pursue public-private partnerships as a vehicle for developing catalyst projects that create models and examples of beneficial contributions that exemplify the desired vibrant future character of the neighborhood.



Connections

The Everett Station is the nexus for commuters coming and going through the Transit Center and an important link to and from commercial centers in Everett (downtown, waterfront, riverfront, the colleges and Everett Mall). The question asked of participating stakeholders in the Connections Workshop representing these connection interests was: what are the short-term needs and long-term aspirations for user-friendly access to and from our community's Transit Center at Everett Station?

While this neighborhood has a unique identity and needs, its viability depends on interconnectedness with other major centers within the city. A broader community consensus on the connectivity needs will help identify and address the needs of commuters who travel through the Station District as well as businesses that are destinations.



Broadway acts as a physical barrier separating the Everett Station District from adjoining neighborhoods.

Metro Everett Recommendations

- Extend city's bike route network to include the Station District, particularly connecting the station to the Interurban Trail, riverfront, downtown, and waterfront.

Snohomish County Recommendations

- Collaborate with the city to pursue funding opportunities from PSRC that support mobility improvements. This helps other communities in the county to access the expansive transit resources at Everett Station.



Other Findings and Recommendations

- Pursue funding opportunities to support mobility improvements with assistance from PSRC.
 - Metro Everett is a Regional Growth Center. The city can pursue funding from PSRC to support its priority projects within this area.
- Create a mobility hub near Everett Station to include secure bike storage, bike repair, changing and shower facilities.
- Support city's concept for extending the Pacific Avenue bridge over Broadway to improve non-motorized connectivity with downtown.
- Create signage, branding, and maps to help identify routes into/out of and through the neighborhood.



Parking

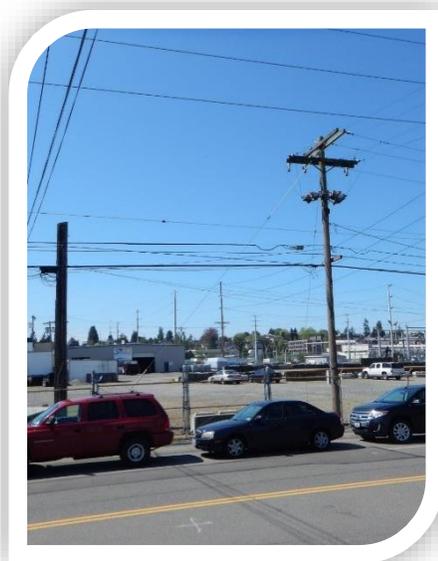
Redevelopment of the neighborhood is contingent on Everett Transit repurposing land used for surface parking near the station into commercial and residential uses. A considerable area within the neighborhood is currently used for street level parking, which is not the highest and best use. The current use undermines neighborhood redevelopment goals. These properties have higher and better uses as housing and commercial space. Two main ideas emerged around strategies for parking. The first, build a parking structure that can hold more cars in a smaller footprint, thus freeing up valuable real estate for neighborhood redevelopment. The second, decentralize the parking model by developing satellite parking in communities around the county where commuter trips originate and connect them to Everett Station by frequent bus connections to reduce the need for parking close to the station.

Metro Everett Recommendations

- Implement time-limited and paid parking in the neighborhood as the need arises to keep space available to customers for businesses.

Snohomish County Recommendations

- Explore opportunities and funding for satellite parking facilities in communities throughout the county, potentially through Snohomish County Tomorrow and in partnership with Community Transit.



Parking is in high demand by commuters in both designated lots and even on city streets.

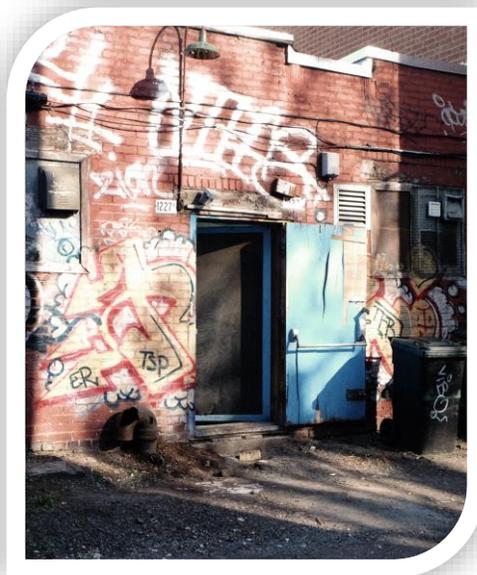
Other Findings and Recommendations

- Encourage the City of Everett and Sound Transit to plan and construct a parking garage close to Everett Station as an “early win” project under ST3.
 - The garage design should provide flexibility including commercial space and options for future conversion of parts of the space to residential.
 - Garage should be multipurpose, serving needs of commuters, rideshare, retail, autonomous vehicles, and residential.
- Encourage the state and other cities to promote and participate in the development of satellite parking facilities to increase the use of transit as a means for commuters to reach Everett Station instead of driving (decentralize parking and keep it closer to trip origins).

Safe Streets

A constant theme in the Everett Station District is that people don't feel safe in the neighborhood due to litter, graffiti, vandalism, crime, prevalence of drug dealing, and the overflow of transient populations. The question for this workshop was: How can a safe station district plan be developed and implemented?

This is a dominant issue for business and property owners in the neighborhood. Developers also highlight street issues as a deterrent to development in the area. We note that the city and other community groups are already taking action to find solutions to these problems. This workshop convened stakeholders and government partners to understand what efforts are already being pursued and how to incorporate these into the ESDA vision in a way that supports ongoing actions.



Graffiti and litter affect properties in the neighborhood.

Metro Everett Recommendations

- Include zoning in the Station District that allows for a neighborhood center as a gathering place in proximity to the station in order to include uses such as arts and performances, a plaza, park, activity center, and informational kiosk.

Other Findings and Recommendations

- Include a community police substation as part of a development in the neighborhood.
- Support relocation of Everett Gospel Mission and advocate for related capacity building resources.
- Create a neighborhood welcome center as part of a future development project.
- Place informational signs around the neighborhood for non-emergency police contact.
- Encourage the development of a funded Business Improvement District model dedicated to safety, cleaning, landscaping and hospitality services for the Everett Station District.
- Engage businesses and community members to organize volunteer-based cleanliness initiatives (graffiti, trash, landscape, etc.).

Conclusion

Over the course of sponsoring and conducting these workshops, the Everett Station District Alliance heard from a wide range of voices and gained a great many insights about the neighborhood. Throughout the conversations common themes emerged that suggest the city, the county, and the Alliance are moving in the right direction. People want to see transformation of this neighborhood into a place that is a destination with its own identity and is not just a transitional space to pass through as part of a commute. People want a diverse array of housing choices, employment, and amenities within walking distance of the station. There is a strong interest in creating greater interconnectedness between the Station District and other areas of the city. The neighborhood needs more parks and green spaces, and is a blank slate for implementing innovative, natural approaches to stormwater management. Developers want to build in the neighborhood and will do so if the combination of market conditions and regulatory environment is ripe. People care about the character of the neighborhood and want to feel safe traveling or doing business in the area.

All of the workshops highlighted the optimism and feeling of promise that the Everett Station District holds. The Alliance hopes this thoughtful community input will inform policy and regulatory changes in the Metro Everett plan, stimulate closer coordination between the city and county, and galvanize support for making the changes that will realize the vision for this neighborhood.



Appendix A: Workshop Participants

Green Neighborhoods:

- Nick Bratton, Forterra and ESDA
- Paul Crane, Everett PUD
- Ed Petersen, HopeWorks and ESDA
- Kristin Kelly, Pilchuck Audubon and ESDA
- Terry Williams, Tulalip Tribes
- Sabina Popa, Everett Transit
- Phil Hurvitz, University of Washington Urban Design
- Chris Stilton, The Nature Conservancy
- Ron Harris-White, Antioch University
- Mark Harrison, Everett Parks
- Karen Stewart, Everett Planning
- John Petosa, Everett PUD
- Brenda White, Everett PUD

Developer Incentives:

- Ed Petersen, HopeWorks and ESDA
- Nick Bratton, Forterra and ESDA
- Fred Brown, FF Brown Design and ESDA
- Craig Skotdal, Skotdal Real Estate and ESDA
- Angie Sievers, Master Builders Association
- Kristin Ryan, Jonathan Rose Company
- Cathy Reines, KOZ Development
- Bryan Lloyd, Beacon Development
- James Madden, Enterprise Community Partners
- Gary Young, Shelter Holdings
- Eric Evans, Shelter Holdings
- Nick Abdelnour, Polygon
- David Stalheim, Everett Planning
- Fred Safstrom, Housing Hope
- Greg Tisdell, RKLG and ESDA
- Kathryn Beck, Everett Planning Commission
- Craig Krueger, development consultant
- Neil Maddy, MJM Partners and ESDA
- Tom Hingson, Everett Transit
- Jamie Belsterling, HopeWorks



Connections

- Nick Bratton, Forterra and ESDA
- Ed Petersen, HopeWorks and ESDA
- Ben Bakkenta, Pudget Sound Regional Council
- John Olson, Everett Community College
- Pat Sisneros, Everett Community College
- David Beyer, Everett Community College
- Tia Heim, Riverfront Commercial
- Gary Young, Riverfront Commercial
- Glen Bachman, Port of Everett
- Graham Anderson, Port of Everett
- Les Reardanz, Port of Everett
- Dana Oliver, Downtown Everett Association
- Craig Skotdal, Downtown Everett Association
- Tom Hingson, Everett Transit
- Ryan Sass, City of Everett Public Works
- Bob Bolerjack, City of Everett
- David Stalheim, City of Everett
- Fred Brown, FF Brown Design and ESDA
- Greg Tisdell, RKLG and ESDA
- Cory Burke, Blunt Family LLC and ESDA
- Allison Warren-Barbour, United Way of Snohomish County and ESDA
- Jamie Belsterling, HopeWorks

Parking

- Ed Petersen, HopeWorks and ESDA
- Nick Bratton, Forterra and ESDA
- Marianna Hanefeld, SNOTRAC
- Patrice Hardy, Sound Transit
- David Stalheim, City of Everett Planning
- Ryan Sass, City of Everett Engineer
- Tom Hingson, Everett Transit
- Sabina Popa, Everett Transit
- Cory Burke, Blunt Family LLC and ESDA
- Megan Vogel, Commuter
- Fred Brown, FF Brown Design and ESDA
- Russ Kimball, Evergreen State Sheet Metal
- Roland Behee, Community Transit
- Carol Thompson, Community Transit
- Ricardo Gotla, Transportation Choice Coalition
- Jamie Belsterling, HopeWorks



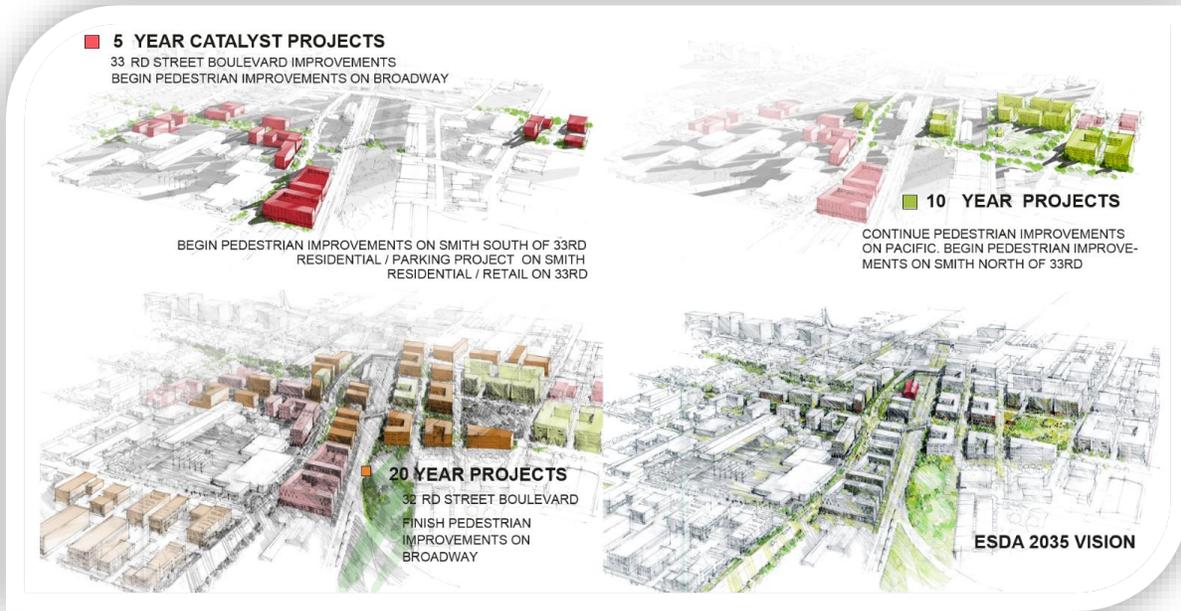
Streets

- Ed Petersen, HopeWorks and ESDA
- Nick Bratton, Forterra and ESDA
- Allison Barbour, United Way
- John Hull, Everett Gospel Mission
- Jack Jessup, Safe Streets Work Crews
- Hil Kaman, Everett Director of Public Health & Safety
- Julie Frauenholtz, Safe Streets Initiative
- Becky McCrary, City of Everett
- Jamie Belsterling, HopeWorks
- Mary Anne Dillon, YWCA
- MJ Vujovic, Snohomish County
- Sylvia Anderson, Everett Gospel Mission
- Cory Burke, Blunt Family LLC and ESDA
- Lacey Harper, County Executive Office
- Alessandra Durham, County Executive Office
- Greg Tisdell, RKLG and ESDA
- Tamera Loesch, Compass Health
- Gary Watts, Z Sport & Watts Investments
- Ken Storkel, Z Sport & Watts Investments
- Gina Clark, Snohomish Health District
- Kristen Kosidowski, HopeWorks
- Joe Claeys, HopeWorks
- Pat Sievers, Everett Downtown Storage
- Sargent Kevin Allen, Everett Police
- Virginia Gleason, United Way



Appendix B: Neighborhood Visuals

The architecture firm Mithun prepared artistic renderings of how the Everett Station District might transform over a 5, 10 and 20-year timeframe based on guidance from the Alliance. The development concept honors the historic industrial base of the neighborhood, while pursuing infill opportunities and encouraging infrastructure investments that will create an environment conducive to significant property development incrementally over time.



Brix, Seattle



Overton Park, Portland



Union, San Francisco



Columbia City, Seattle

BUILDING CHARACTER

| EVERETT STATION DISTRICT ALLIANCE

October 2015 **MITHUN**



Appendix C: Everett Station District Alliance Board of Directors

Ed Petersen, HopeWorks
Cory Burke, Dune Management
Greg Tisdell, RKLG
Nick Bratton, Forterra
Craig Skotdal, Skotdal Real Estate
Kristin Kelly, Pilchuck Audubon
Fred Brown, FF Brown Design
Neil Maddy, MJM Partners, LLC
Peter Brodie, Patriot Management
Todd Morrow, Community Transit
Tom Hingson, Everett Transit

Learn more about the Alliance at www.everettstationdistrict.com

Appendix D: Glossary

Conservation Futures: A property tax levy (authorized by RCW 84.24.230 and SCC 4.14) that funds acquisition of property interests for the preservation of open space, farm land or timber land in Snohomish County and cities within the county. Since 1988 over \$80 million has been expended to acquire land or easements throughout the county by Snohomish County, cities and towns, and eligible non-profit organizations, as allowed by state law.

Tax Increment Financing (TIF): A relatively new tool to Washington but has been highly successful where it has been implemented. Tax-increment financing is only available as part of the Landscape Conservation and Local Infrastructure Program (LCLIP, RCW 393108), a tool designed by Forterra. Through this program, cities gain access to new sources of financing to pay for infrastructure investment if they agree to accept transfer of development rights (TDR) credits. The goal is to give cities a financial incentive to use TDR while also generating new revenue for public improvements that will support growth. Cities retain a portion of the county's share of property tax for up to 25 years. They can spend this on almost anything that counts as infrastructure.



Our Vision

The Everett Station District Alliance began meeting in June 2014 and formed as an organization in January 2015. Its purpose is to contribute ideas for stimulating the development of a vibrant community in the Station area.



- ❖ Residential units, located over ground-level businesses, will have a significant presence near the transit station
- ❖ Pedestrian-friendly walkways and bicycle infrastructure will be easily accessible to the train and bus station
- ❖ Open space (pocket parks) for children, adults and seniors will be a safe, attractive and inviting feature of the neighborhood
- ❖ Friendly, attractive, safe, walkable connections up the hill to the Downtown Everett area will be valued and utilized by commuters, residents and employees in the station area.
- ❖ The ability to commute to and from work will incentivize significant job growth in proximity to the station.

To learn more about the Everett Station District Alliance:

1. Email us: everettstationdistrictalliance@gmail.com
2. Visit our website: www.everettstationdistrict.com
3. Become a member, membership applications are available through our website.

