

Project Nomination

Normandy Park's Manhattan Village Subarea Plan + Implementation Suite
Small Community Rallies for Big Change

Nominator

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Contact

(Same as above)

Category of Submission

Physical Plans – Small Cities & Counties

Secondary/Alternate Category

Citizen Involvement

Summary of Scope
(50 words max.)

A subarea plan and implementation suite for the City of Normandy Park, including:

- Subarea conditions and economic analysis
- Detailed policy, implementation matrix
- Integrated EIS
- Planned Action Ordinance
- Design Standards
- Zoning Amendments
- TDR Program
- Extensive public, staff, Council, County involvement

Began March 2011, package adopted December 2012

Statement of Significance, Nominee Roles**Significance:**

The project is unique, significant and successfully contributes to planning in the following key ways:

- It demonstrates how effective public outreach can engage sizable portions of a community as well as leadership in developing design plans that are:
 - Accurate reflections of community values
 - Uniquely suited to the local context
 - Clear and accessible

-
- Implementable
 - Time and resource-efficient
 - Politically viable
 - Are economically achievable
 - Functional ties between regional conservation and local objectives
- It builds conceptual understanding of the distinctions between “planning” and “strategy,” affirming the value and place for each in governance and providing tangible results enthusiastically supported by an involved public.

Project roles:

- City of Normandy Park – Recognizing the need to develop strategies for fiscal sustainability, initiated the process to seek grant funding for, commission and implement the Manhattan Village Subarea Plan. Council, planning commission and City staff dedicated hundreds of hours to outreach, guidance, concept evaluation, processing regulations amendments and negotiating interlocal agreements for the TDR program.
- Studio Cascade, Inc. – Acted as lead consultant, organizing the work of sub-consultants and directing all public outreach activities; developed conceptual land use, transportation and urban design strategies, authored development regulations and design standards; developed and implemented unique and effective tools to engage civic leaders, the general public and City staff; presented draft and final materials to the community and elected officials.
- LMN Architects – Assisted with workshop programming and delivery as well as plan and design standards development.
- Leland Consulting Group – Developed the TDR transfer ratios underpinning the scale of proposed development and providing the basis for the King County interlocal agreement.
- Fehr & Peers – Consulted on transportation planning, ensuring that intended designs for public rights of way and development standards were viable and compatible with best transportation planning practice.

Implementation and Participation

Implementation:

This process was designed to prepare the subarea plan/EIS and immediately adopt implementing regulations and programs. The planned action ordinance, zoning amendments, design standards and TDR program were adopted within eight months of the plan’s adoption. The City is now negotiating its interlocal TDR agreement with King County, and is also now working on storm water system development and open space enhancement

as called for in the plan.

Normandy Park's comprehensive plan is clear: protect single-family neighborhoods and revitalize the First Avenue South corridor. The process was conducted accordingly, building trust, defining an achievable vision for the corridor and introducing innovative planning programs – all while promoting local policies that dovetail with regional planning objectives.

Participation:

Normandy Park began this process facing at least four major hurdles:

1. Many in the community were distrustful of the City, concerned that leaders intended to condemn property and relocate city hall, integrating it and a nearby park with the Manhattan Village shopping center.
2. With 98% of available land zoned residential and trends showing significant "bleeding" of sales revenue to surrounding shopping venues, optimizing the Manhattan Village center was seen as a critical part of maintaining fiscal solvency for the City.
3. One similar, recent development along the City's southern edge had proven disappointing to residents, failing to meet expectations regarding design, function and economic success.
4. A center with the type of density needed to spur redevelopment and provide TDR compatibility meant a brand-new archetype be embraced by residents acclimated to "park-like" low-density development.

The process used an active engagement program to rebuild trust and solicit constructive feedback on planning for the subarea's future. Workshop techniques were implemented in highly effective ways, giving residents opportunity to vent, express ideas, and work together to consider ways to solve issues. More than 250 agitated community members attended the first workshop, yet these same residents ultimately welcomed the plan, the dramatic changes it facilitates and the implementing zoning and TDR programs the City subsequently adopted.

The community developed and adopted a plan that matched the community's values, including a set of actionable steps and procedures to sustain them. By rooting every decision in the participation of an informed public, the plan provided direction on otherwise contentious and volatile issues, including strategies better able to survive economic fluctuations. It led directly to publicly-supported revisions to the City's suite of development regulations.

Project Description

Between November 2010 and February 2012, the City of Normandy Park began an effort seeking an increasingly intense level of development for its “Manhattan Village” shopping district, promoting a dynamic urban environment and more compact form, satisfying the community’s needs for greater housing diversity and economic vitality. This resulting project facilitates the replacement of an obsolete commercial and apartment district with mid-rise, mixed-use development.

With assistance from King County and the Department of Commerce, the City prepared and adopted a comprehensive package of documents for the redevelopment and intensification of the Manhattan Village subarea and the First Avenue South corridor. This work featured:

- A comprehensive subarea plan with an integrated EIS, including specific land use, urban design and transportation actions to revitalize the corridor while preserving the low-density character of adjoining neighborhoods and increasing non-motorized access
- Targeted zoning ordinance amendments and streamlined administrative procedures for all districts along the corridor
- Newly-developed and streamlined design standards
- A TDR program to encourage conservation of natural areas on Vashon Island, while providing more marketable and attractive development options in Normandy Park
- A Planned Action Ordinance
- Storm water management and amenities enhancement for which money has now been allocated – including green infrastructure plans and a dedicated non-motorized “paseo” parallel to First Avenue South

Hundreds took part in establishing direction and weighing plan concepts. Public outreach included:

- In-person interviews among business leaders, neighborhood representatives and others
- An interactive website and Facebook™ page with on-line versions of workshop exercises and carefully documented results from community input
- Print media coverage
- Open-house and workshop events including a two-day design series developing, then culling multiple design options

Review Criteria Compliance**Outstanding application of planning principles:**

Normandy Park began this process with a skeptical community. The process used an active engagement program to rebuild trust and begin planning for the subarea’s future, expanding the

conversation to discuss land use, transportation, economic development, community design, storm water management, capital facilities, utilities and neighborhood conservation. By immediately acting on implementing zoning and administrative procedures, Normandy Park demonstrated its commitment to the subarea plan's policies and fulfilled its promise to adopt into law what the community called for in the plan. The planned action ordinance, zoning amendments, design standards, and TDR program were adopted within eight months of the plan's adoption. Those implementing actions are now being followed by projects, including a storm water improvement project and acquisition of property for a new non-motorized trail.

Normandy Park's comprehensive plan was (and is) clear: protect single-family neighborhoods and revitalize the First Avenue South corridor. This process acted accordingly, building trust within the community, defining an achievable vision for the corridor, introducing innovative planning programs – all while promoting local policies that dovetail with regional planning objectives.

Implementation of community values:

By reflecting on existing plans, engaging community leaders, at-large members, staff and agency representatives, the subarea plan and its implementing ordinances and agreements weighed and articulated community priorities, creating a set of actions and a policy framework reflective of community needs and aspirations. The process clearly illustrates how community values as expressed in a comprehensive plan can effectively shape the form, scale and character of economically viable, more sustainable development.

Contribution to specific planning technologies:

Interactive web sites, blogs and social media have become standard practice. This project involved these, but it also focused on a rather "low-tech/high-touch" philosophy, using graphical illustration, old-fashioned research and honest, community conversation to drive the plan's concept and refinement. This approach suited Normandy Park, and residents responded in-kind, many using their own blogs and social media tools to convey progress and express satisfaction with outcomes. Ultimately, the process emphasized local governance's commitment to listen, involve and respond. While planning and communication technologies were critical to opening that conversation, residents' use of social media to "go viral" with results helped maintain it through adoption.

Furtherance of GMA:

Normandy Park's desire for an increasingly intense level of development for Manhattan Village promotes a dynamic,

compact urban environment. This project takes advantage of the subarea's view potential, proximity to SeaTac and location along a major arterial to redevelop an obsolete commercial district with the type of mixed-use approach that reinforce the principles of high-quality, land-efficient urban development. This project employs TDR to help, designating the First Avenue South corridor as a receiving area to relieve development pressure on sensitive areas on Vashon Island and elsewhere in King County.

Suitability of the solution to the problem or context:

(See Implementation of community values, above)

Innovative and/or creative solution or project:

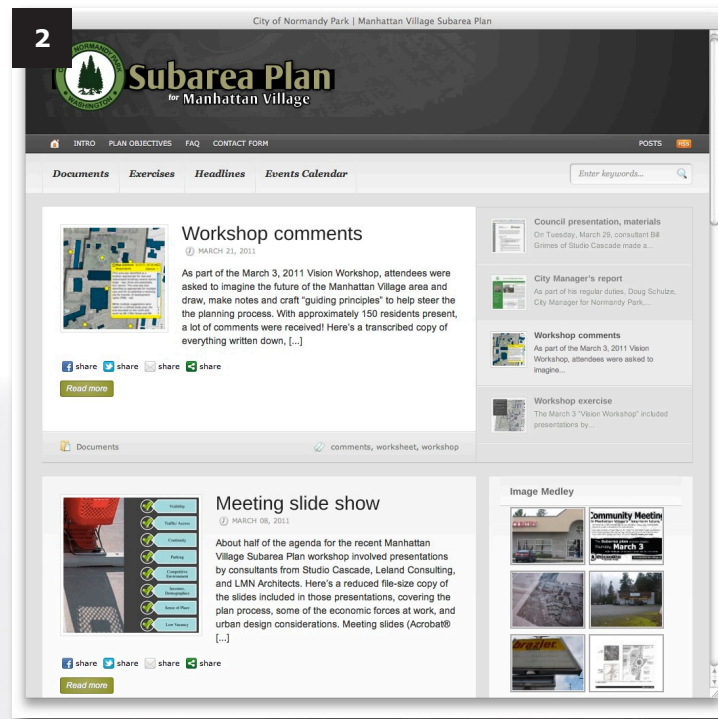
Funded by King County's TDR program and by the Department of Commerce's local government division, this project worked to create, refine and implement a pricing framework to complement TDR, promote public transit use, and encourage resource conservation. TDR transfer ratios and economically-determined "willingness to pay" calculations established development targets, which were then incorporated into plan policies, evaluated in the planned action ordinance, addressed in zoning and design standards – and vetted through an exhaustive public process.

Difficulty of the problem or issue addressed:

The community initially doubted the City's intentions, believing that plans were in the works for a new city hall complex. This process had to address those concerns, reestablishing public faith while also introducing and dealing with urgent fiscal issues. Beyond the political and fiscal dimension, the process also had to integrate higher development intensity along the corridor in ways sensitive to established single-family neighborhoods that abut it. By actively involving the community in every step of the process – including a workshop on fiscal conditions and public finances – the City re-established trust and produced a community-supported plan and implementing ordinances that outline and implement significant changes for Manhattan Village and the First Avenue corridor. More than 250 agitated residents attended the first workshop, but these same residents ultimately welcomed the plan, the changes it promises and the zoning and TDR programs the City subsequently adopted.

Efficient use of budget:

This project was funded entirely by grants from King County and the WA Department of Commerce, with no option to draw on local funds in response to changing demands on project scope. In the end, the process more than fulfilled grant deliverable requirements, generating a constructively involved and informed civic base as a consequence.



4 Normandy Park City Council

Council Corner by Doug Osterman

A Plan for Manhattan Village: Is a Village Center Possible?

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WWW.NORMANDYPARK.WA.GOV PAGE 2

3 Opportunities & Constraints

Opportunities = As growth occurs, what types of land uses, buildings, infrastructure or amenities should be encouraged? In short, what's the ideal?

Constraints = What conditions, issues or other obstacles exist today that impede the area's potential, or would keep the area from evolving as the community hopes it will?

Using this map as reference, help us:

- Refine the study area and define considerations for lands that ought to be included
- Identify opportunities for any lands or sites within the study area
- Identify opportunities for any lands or sites outside the study area, but still important
- Identify constraints for lands or sites within the study area
- Identify constraints for lands or sites just outside the study area, but still important

Map comment 3/17/11 10:16:09
Respondents Options
[Redevelopment of this general area was seen as an opportunity to position new structures in a manner to provide more public open space. -ed]

EX2: Guiding Principles
Realizing a long-term vision requires goal-setting (and keeping on-track with those goals). What guiding principles would you offer to help steer the Manhattan Village subarea in the right direction? How can it avoid past mistakes or make the most of key opportunities? Set your thoughts down below:

EX1: Opportunities & Constraints
Opportunities = As growth occurs, what uses, buildings, infrastructure or amenities encouraged? In short, what's the ideal?
Constraints = What conditions, issues or other obstacles exist today that impede the area's potential, or would keep the area from evolving as the community hopes it will?
Using this map as reference, help us:
• Refine the study area and define considerations for lands that ought to be included
• Identify opportunities for any lands or sites within the study area

About this page: Drawing from the entirety of comments received, this document presents summary or transcribed notes and ideas responsive to Exercise 1 received between March 3 (workshop date) and March 25 (take-home deadline). To view comments, hover over or click on the star for map notations.
Fully-transcribed results and summary notes from Exercise 2 are provided on subsequent pages of this document.

Vision Workshop - Summary Results

Principles, Opportunities & Constraints

Sticky Note 6/23/11 12:53:14
Participant notes Options
"Neighborhood to the south to 186th should include interior pedestrian linkages and stimulate re-housing - 'level-box houses' similar to Roche Harbor"

Your ratings

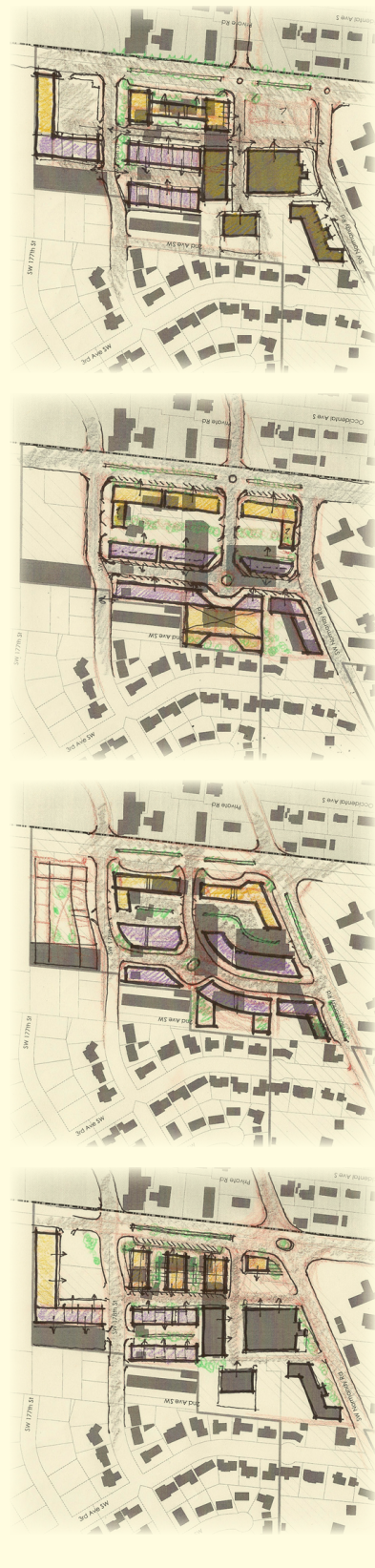
Value Criteria	1	2	3	4	5
Neighborhood character (distinctive)	1	2	3	4	5
Neighborhood conservation	1	2	3	4	5
Neighborhood "quality"	1	2	3	4	5
Environmental conservation	1	2	3	4	5

Notes (goals, goals, ideas for improvements):
Participant notes are transcribed at the beginning of this document.

Please return completed questionnaires at the sign-in table, or mail or drop off to: Chad Tobolski, Normandy Park City Hall, 801 SE 174th Street

- (2) A full-featured website providing process materials, transcribed results, images, product drafts, meeting schedules and more helped assure and eventually engage the Normandy Park community. The "third party" character of the site was an asset among a distrustful audience.
- (3) All public comments –including those made on table-sized worksheets that helped foster resident-to-resident communication – were carefully transcribed to the project site for all to see and review. This type of "transparency" helped renew community confidence in their City.
- (4) Staff and Council staked reputations on the process, offering clear statements at meetings and in City media on the urgency and need for community action.

Process



(1) Multiple configurations, use types and building height configurations were sketched and explored, all seeking ways community needs and objectives could reasonably match those of the market and future TDR opportunities. Jurisdictional boundaries suggested plans consider establishing internal site circulation, versus aggressive fronting of the First Avenue South corridor.

(2) A two-day public workshop asked residents to compare and evaluate four possible schemes for Manhattan Village, using worksheets mirroring established performance criteria as well as individual ones. Each scheme offered character descriptions and images, plan, section and introductory ratings. Day two narrowed evaluation to two options – the second, favored one eventually becoming the plan's focus.

2 Schematic Plan: A

QFC stays; "Main Street," frontage drive

Plan

Description
This concept retains the existing QFC and explores the creation of an internal "main street" parallel to First Avenue. Behind the existing parking lot, retail frontage drive and shared parking interior to the site. This arrangement provides a novel place for outdoor dining or other community activities. A two to six story residential tower behind QFC. Surface parking in the concept's scheme, so some structured parking may be a necessity.

Character
[Image of a street scene with a car and a person]

Our Ratings

Issue Criteria	1	2	3	4	5
Walkability	X				
Transit	X				
Green	X				
Community	X				
Design	X				
Cost	X				
Marketability	X				
Overall	X				

Subarea Plan
Manhattan Village

Schematic Plan: C

QFC goes; re-aligned streets, giant civic green

Plan

Description
This concept proposes significant revisions to First Avenue, creating two 80-foot wide "T" intersections by re-aligning Normandy Road. It also realigns 178th to match up with 177th, creating a four-way intersection with First Avenue South. A trademark feature of this plan is the community green at Normandy Road and First Avenue, including a three tower and an acre of open space. The green is surrounded on two sides by mixed-use retail, office and residential space, establishing a new separate space, establishing a new separate space, establishing a new separate space. Surface parking is visually separated from the tower, and residential units or shop professional office space is the back interior. A surface along lobby occupies the site's westernmost parcel.

Character
[Image of a street scene with a car and a person]

Our Ratings

Issue Criteria	1	2	3	4	5
Walkability	X				
Transit	X				
Green	X				
Community	X				
Design	X				
Cost	X				
Marketability	X				
Overall	X				

Subarea Plan
Manhattan Village

Schematic Plan: B

QFC stays; "perimeter weighted," tower, plaza

Plan

Description
This concept also retains QFC but provides an arrangement that is "perimeter weighted." This reinforces the prominence of the First Avenue South corridor - in the hope that the east side of the street only contains retail and office space near First Avenue, a mixed-use residential structure along 178th, and a residential tower. Structured parking is provided for all uses excepting the residential tower.

Character
[Image of a street scene with a car and a person]

Our Ratings

Issue Criteria	1	2	3	4	5
Walkability	X				
Transit	X				
Green	X				
Community	X				
Design	X				
Cost	X				
Marketability	X				
Overall	X				

Subarea Plan
Manhattan Village

Schematic Plan: D

QFC goes; re-aligned streets, village circle

Plan

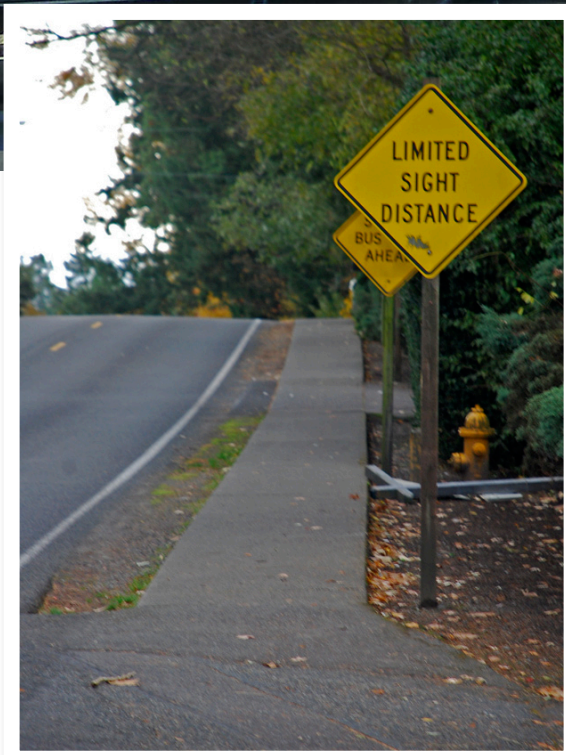
Description
This concept takes a dramatic departure from the existing condition, centering development on a new village circle. This circle would be a commercial hub at the end of a new east-west main street leaving residential, commercial and nearby residential uses. The concept's housing is configured at townhouses on the western-most part of the property, is located along every internal drive-aisle and in two consolidated lots. This concept also suggests a small residential building at the intersection of First and Normandy Road, with limited access on First because of anticipated increases in vehicle queues at the new intersection.

Character
[Image of a street scene with a car and a person]

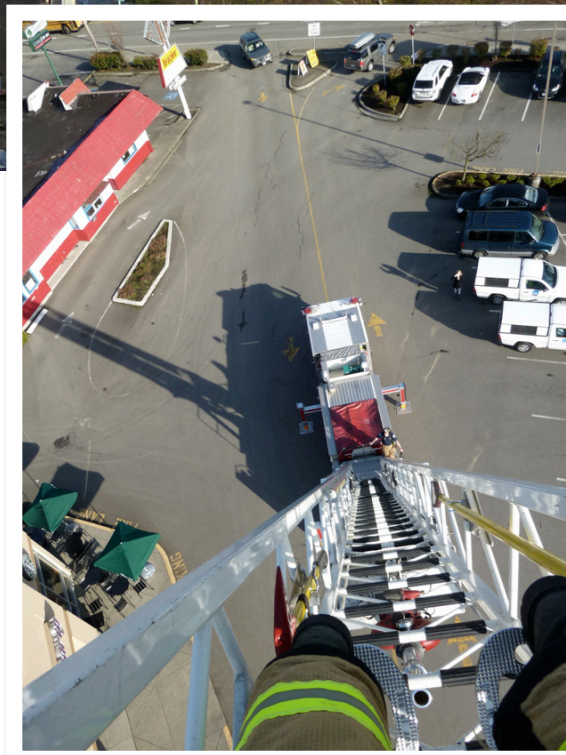
Our Ratings

Issue Criteria	1	2	3	4	5
Walkability	X				
Transit	X				
Green	X				
Community	X				
Design	X				
Cost	X				
Marketability	X				
Overall	X				

Subarea Plan
Manhattan Village



(1) One "saleable" attribute of the project site involved Puget Sound views, but with no tall buildings in the area, visualizing them was a challenge. In response, the City enlisted the local fire district to take photos at specified ladder heights. The resulting photos helped make the case for the scale of buildings called for in the plan, and ultimately, included in TDR incentives.



Process

1

Figure 5.06 - This chapter's policy framework includes several street section illustrations, showing intended configuration of key street, travelway and future pedestrian pathways. This map shows where each policy-level illustration may apply. (Image source: Studio Cascade, Inc.)

5+14 Chapter 5 - Vision, Goals & Policies

2

Table 4.01 - Conditions summary, Character Area 1 (CA1) (continued on pg. 4+6)

Character Category	Existing Conditions
C. Site Design	
C.1 - Site configuration	The bulk of CA1 is configured as auto-oriented commercial, with buildings oriented toward parking lots accessed by and fronting public rights of way. Existing residential is also configured in similar fashion, with buildings set well back from roadways and fronting car parking and landscaping.
C.2 - Open space	With the exception of a bump-out peninsula serving a coffee shop and sidewalks facing the strip center, no public gathering spaces exist in CA1. Development in CA1 does not currently meet adopted or envisioned open space conditions.
C.3 - Pedestrian network	Sidewalks are only provided fronting 1st Avenue South and SW Normandy Road as part of the Manhattan Village site. None are provided elsewhere in CA1. Painted crosswalks exist crossing from the parking lot to the grocery, from the grocery to the strip center, and from the strip center to the day care facility behind the grocery. Crosswalks exist at the intersection of 1st Avenue South and Normandy Road, but none are provided to CA2, or that cross 1st Avenue South at SW 17th. Development in CA1 does not currently meet adopted or envisioned pedestrian conditions.
C.4 - Edge condition	Where existing uses about single-family residential areas, fencing, trees and climbing vegetation provide nominal separation. Existing development in CA1 does not generally meet adopted or envisioned edge conditions.
C.5 - Service element	Service elements such as dumpsters, transformers and climate-control units are currently screened from view in CA1.
D. Parking & Access	
D.1 - Layout and design	Nearly all parking spaces are placed between the street and buildings. In practice, some degree of shared parking exists between users on the Manhattan Village portion of the area. No on-street parking exists in CA1. Existing development in CA1 does not meet adopted or envisioned parking layout conditions.
D.2 - Parking structures and garages	No structured parking currently exists in CA1.

Footnote: (1) - See Table 3.04, Chapter 3, Plan Context; (2) - (Bd) (2) - Area calculated from current King County GIS (Geographic Information System) data.

4+6 Chapter 4 - Character Area Conditions

(continued on pg. 4+6)

Envisioned Conditions

As illustrated in Figures 5.04 and 5.05, redeveloped portions of CA1 are envisioned to feature building facades facing pedestrian-oriented corridors, including possible on-site "travelways." Later phases of development may include buildings facing 1st Avenue South, provided conditions support using 1st Avenue for primary facades. Regardless, envisioned site configurations will provide active, continuous building frontages.

Areas envisioned for redevelopment in CA1 should include open space features, complementing a rich, pedestrian-oriented public realm, including formal and informal gathering spaces. Existing codes generally describe the character of open space features the community envisions. Future code updates should clarify expectations and aid implementation.

Areas envisioned for redevelopment in CA1 should integrate numerous pedestrian-oriented features, including interior and perimeter sidewalks and crosswalks, formal and informal gathering spaces, and promote connectivity to surrounding neighborhoods. Transit users should enjoy easier access to stores and housing in the area from stops along 1st Avenue South. Existing codes generally describe the character of pedestrian-friendly features the community envisions. Future code updates should clarify expectations and aid implementation.

Community input affirmed the need to buffer between single-family and the type of higher-intensity uses envisioned for CA1. Existing codes generally describe the type of edge condition features the community envisions.

Community input affirmed the need to screen or hide service elements such as dumpsters, transformers and climate-control units. Existing codes generally describe the type of service element screening the community envisions.

Parking conditions for CA1 are envisioned to facilitate successful commerce and a very pedestrian-friendly environment. Practically, this directs a high degree of sharing among retail and commercial users, with limited primary spaces located near storefronts and facades - with overflow and/or secondary spaces behind or nearby buildings. No on-street parking is envisioned for 1st Avenue South. Rough on-street parking may be considered along SW 17th. Street between CA1 and CA2, long-term, and concurrent with redevelopment in CA2 along Normandy Road, on-street parking between CA3 and CA1 may be advantageous. Primary on-street parking developed in CA1 should be designed as streets and include on-street parking as traditionally found in urban "main street" areas. Future code updates should clarify expectations and aid implementation.

The envisioned long-term future of CA1 may include parking structures, but due to economic conditions, early phases of redevelopment will almost certainly rely on surface parking. Existing codes generally describe the type of parking structure features the community envisions.

CA1 "travelways" should appear very much like main streets, with sidewalks bordered by buildings and on-street parking. (Image source: Studio Cascade, Inc.)

Character Area 1

3B - 1st Avenue South

Section 3B - Typical street section for the portion of 1st Avenue South within the HVSA south of Normandy Road, showing proposed features and configuration. Ample landscaping is highly recommended, projecting Normandy Park's "park-like" image. (Image source: Studio Cascade, Inc.)

4A - CA1 "Travelway"

Section 4A - Typical street section for "travelway" commercial streets within CA1, showing proposed features and configuration. (Image source: Studio Cascade, Inc.)

4+7 Manhattan Village Subarea Plan & FEIS

3

Section 3B - Typical street section for the portion of 1st Avenue South within the HVSA south of Normandy Road, showing proposed features and configuration. Ample landscaping is highly recommended, projecting Normandy Park's "park-like" image. (Image source: Studio Cascade, Inc.)

Section 4A - Typical street section for "travelway" commercial streets within CA1, showing proposed features and configuration. (Image source: Studio Cascade, Inc.)

5+17 Manhattan Village Subarea Plan & FEIS

4

Environmental Review

Introduction

This Integrated Environmental Impact Statement (EIS) is consistent with the Washington State Growth Management Act (GMA) and the State Environmental Policy Act (SEPA). The process provided public participation and environmental analysis in conjunction with the planning process, and as the plan evolved, environmental mitigation was incorporated in problem solving and design solutions. The format of the integrated plan/EIS is different from the typical EIS document. Table 7.01 summarizes where typical sections of an EIS may be found in this document.

Summary of Actions

To implement the objectives and ideas developed for the Manhattan Village Subarea (HVSA), this plan recommends a series of actions, including regulatory measures, capital investments, and public programs. Chapter 2 outlines the public process used in developing this plan, including SEPA review and the planned action approach taken by Normandy Park. Chapter 4 provides a detailed listing of existing and envisioned conditions in five "character areas" within the HVSA. Chapter 5 presents the HVSA vision, and translates the many objectives discussed

Figure 7.01 - Input on environmental issues included round-table exercises producing comments and drawings on maps like the one shown above, hearing plan policy and informing review of environmental concerns. (Image source: Studio Cascade, Inc.)

In Chapter 4 into a set of working goals and policies. Chapter 6, including Tables 6.01 - 6.05, summarize recommended steps to implement envisioned conditions. This chapter explores environmental impacts and mitigation measures for conditions as projected to exist should the plan be realized in its most highly-developed form. To facilitate the adoption of a Planned Action Ordinance (PAO) as discussed in Chapter 2, this chapter identifies the likely significant adverse environmental impacts and mitigation measures of the proposed actions. When a PAO is proposed for adoption, identification and analysis of existing environmental site/district subarea conditions, impacts and mitigating measures

Manhattan Village Subarea Plan
City of Normandy Park

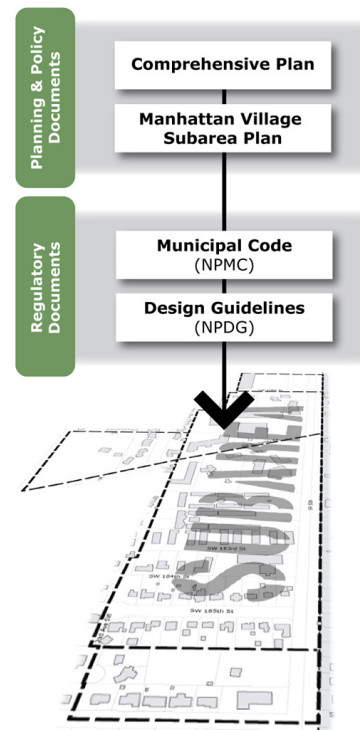
Adopted May 8, 2012

(1) Based on the articulated vision, detailed participant input, existing conditions and other factors, the subarea plan establishes five "character areas" within study boundaries - providing the means to apply more fine-grained, area-specific strategies.

(2) Each character area was analyzed using the same design categories (building design, signs and lighting, pedestrian network, etc.) used in the City's existing design guidelines. This helped demonstrate a deep understanding of conditions versus objectives, and helped bridge to new standards developed in subsequent work.

(3) Street sections introduced during the planning process were refined and provided as policy-level illustrations, visually affirming directions established for each character area. As work progressed into new standards, these same representations of public-realm features were ready to incorporate, and due to their early introduction, were well-recognized.

(4) The plan's approach providing detailed analysis of each character area set the stage for an integrated EIS element as well. Tables used in existing conditions sections were easy to re-purpose in examining environmental impact and in demonstrating policy and regulatory responses.



Product

Subarea Plan
for Manhattan Village



(1) The various plan, section and 3-D visuals produced to help develop the Manhattan Village plan culminated in this soft-focus rendering of what the plan and its implementing components propose – a compelling image capturing Normandy Park’s vision of how its “Park Like” qualities might be expressed in a mixed-use environment. In addition to setback and other buffering components called for in the new code, this illustration shows how architectural treatments could be used to diminish the impact and apparent height of buildings, even those including TDR bonus densities. A copy of this illustration hangs in City Hall today.



May 31, 2013

2013 Washington Chapter APA/PAW Joint Awards Program
ATTN: Awards Committee
Washington APA Office
603 Stewart Street, Suite 610
Seattle, WA 98101

RE: Manhattan Village Redevelopment Plan

Dear Awards Committee:

I am writing this letter to support the City of Normandy Park's nomination for a 2013 APA/PAW Award. During my five-year tenure as City Councilmember, the Manhattan Village Redevelopment Plan is the most significant land use action taken by the City to address a multitude of challenges and opportunities facing our small coastal community.

Aware of the need for greater sustainability of our neighborhood business centers, increased revenues to support city services, and more integration of adjacent neighborhoods, the City embarked on the Manhattan Village Subarea Plan in the fall of 2010. The journey over the ensuing two-plus years saw some challenging and, at times, surprising twists and turns – among them a fiscal cliff. Yet the vision, strength and fortitude of our citizens held strong, and catalyzed by its challenges, moved from a place of skepticism to confidence that our Manhattan Village shopping center could evolve into a dynamic urban environment. The City Council used the energy and interests of our residents to develop an integrated plan with "staying power" – building hope and overcoming fear of change in our primarily residential community.


By January 2013, every major piece of legislation associated with the Manhattan Village Subarea Plan, from plan to implementing regulations and design standards, were all approved with near unanimity by the City Council. Most notable, after hundreds of hours of public meetings, workshops and community outreach, the Council Chambers were packed at our key decision points with supportive residents, enthusiastic about the prospects of their vision as captured by the plan.

It is rare that a land-use planning project, especially one involving increased density, moves so directly from vision to implementation in a small community. And it is even rarer that land use planning with considerable innovation and sophistication moves so quickly in a city – big or small.

This project did it by overcoming skepticism of change through strong community collaboration and education. The result was the City Council adopting policy and regulations that will help Normandy Park continue to be the place where people love living by ensuring its fiscal future and honoring the characteristics that make our community unique and a great place.

I am proud of our community, hopeful and bullish about its future, and committed to helping the community achieve its vision for the Manhattan Village Subarea.

Sincerely,

 for
Doug Osterman
Mayor Pro Tem



King County

Department of Natural Resources & Parks
201 S. Jackson Street, Suite 600
Seattle, WA 98104

May 31, 2013

APA/PAW Awards Committee
Washington APA Office
603 Stewart Street, Suite 610
Seattle, WA 98101

Dear APA/PAW Awards Review Team:

At the end of 2012, the City of Normandy Park did something big for growth management in our region – much bigger in fact, in daring and vision for our future than one would think for one of the County and region's smaller cities.

Normandy Park joined the ranks of some of our area's leading cities in growth management by partnering with King County on an inter-jurisdictional effort to accept transfers of rural development rights into its City.

By adopting the agreement, Normandy Park's citizens and elected leaders decided that protecting rural lands along Vashon Island's shorelines – which are critical to the health, habitat, and water quality of Puget Sound – was worth adding some additional density into their newly planned-for town center, known as the Manhattan Village Subarea.

King County and the Washington State Department of Commerce collaborated to fund (through US EPA's watershed assistance grants) a planning and transfer of development right (TDR) process in Normandy Park's subarea. The City agreed to consider accepting higher development density in exchange for planning funding assistance, as well as funds to advance low impact development (LID) stormwater facilities in the Manhattan Village area, and the opportunity to preserve near-shore habitat on Vashon Island.

Key to the success of Normandy Park's program, however, was rebuilding trust with the local community and crafting a locally-acceptable redevelopment strategy for Manhattan Village. The process needed to be highly transparent, and the resulting recommendations, in terms of land use, amenities, transportation and design, needed to be consistent with the community's commitment to character and scale. This was a challenge, given Normandy Park's single-family nature.

But the community did it.

They created and adopted a subarea plan for the gradual redevelopment and intensification of the First Avenue South corridor, dispelling the community's fear and doubt in the process and putting in place the type of assertive and clear policy this project required. The policy direction was so clear, in fact, that the City moved immediately to revise its zoning, to replace its design guidelines with design standards, to adopt a planned action ordinance and, ultimately, to adopt its new TDR ordinance.

As a result of this process, King County and Normandy Park have put in place the TDR mechanism to preserve more than 400 acres of critical intact near-shore habitat lands on Vashon Island.

Moreover, the City adopted a strategy and design scheme that will help the community remain fiscally solvent and honor the character that its residents so avidly seek to retain. I hope that other communities in King County and within the Puget Sound region will be able to refer to the Normandy Park process as a model for their own, overcoming political, economic and physical hurdles on the road to adopting workable and clear TDR strategies.

Please feel free to contact me if you would like to discuss this project in more detail.

Sincerely,

A handwritten signature in black ink, appearing to read "Darren Greve". The signature is fluid and cursive, with a prominent initial "D" and "G".

Darren Greve
Manger, Transfer of Development Rights Program
King County Department of Natural Resources and Parks

May 31, 2013

2013 APA/PAW Joint Awards Program
ATTN: Awards Committee
Washington APA Office
603 Stewart Street, Suite 610
Seattle, WA 98101

Dear Awards Committee:

As community activists, long-time residents, and participants in the City's planning process, we believe the City of Normandy Park should be nominated for a 2013 APA/PAW Joint Award. The city recently completed the Manhattan Village Redevelopment Plan (MVRP). During the MVRP process, several achievements took place that are unique and worthy of recognition.

First of all was citizen involvement. Before this effort, there was minimal effort by the City to obtain community input. As the potential impacts of the planning became known, the City realized the need to utilize the talents and visions of its citizens. Several issues were complex and required the attention of the entire community. To this end, the City publicized meetings using notices, mailings, and posters. Citizens established "Concerned Citizens of Normandy Park" as a community e-mail communication method to distribute detailed information about different plans and about every meeting. At one meeting there were more than 200 people present. A significant result was continuing input of citizens throughout the planning process.

A separate benefit of citizen involvement was the awareness that the City was in serious financial difficulties. Last November, two-thirds of the voters approved an increase in property taxes. It is doubtful this would have happened without knowledge gained from the MVRP public meetings.

Another aspect of our MVRP is implementation. When the plan was about to be approved by the City Council, implementation became critical both for community and financial concerns. To this end, the Council established an Economic Development Committee and a Communications Committee. The EDC consists of Council members, business people, and interested citizens. The group has met virtually every Wednesday since last May. It is actively promoting economic development consistent with City plans and objectives. The Communication Committee consists of Council members and involved citizens. Its goals are to make city meetings and actions open and transparent, and to facilitate community awareness.

To our knowledge, immediate follow-on actions to any public plan are rare. We are proud of our City and support its efforts to receive recognition by the Washington Chapter of the APA and the Planning Association of Washington.

Sincerely,


George L. Buley Paul Cooke Kathe Holmes Milo D. Smith