

City of Burlington - Technical Assistance Panel



City of Burlington
Technical Assistance Panel
May 1-2, 2013

Panelists

*Panel Chair: **Matt Anderson**, Heartland LLC*

***Chuck Depew**, National Development Council*

***Beth Dwyer**, GGLO*

***Eric Evans**, Imagine Housing*

***Bill Kreager**, Communita Design*

***Kirk McKinley**, City of Shoreline*

***Jon Rose**, Olympic Property Group*

***Peg Staeheli**, SvR Design*



Stakeholders

City/County

Margaret Fleek, *City of Burlington*

Kirk Johnson, *Skagit County*

UW Green Futures Lab

Julie Kriegh

Nancy Rottle

Support Team

Kelly Mann, *ULI Northwest*

Clair Enlow, *Freelance Writer*

Adrien Renaud, *UW Runstad Center*

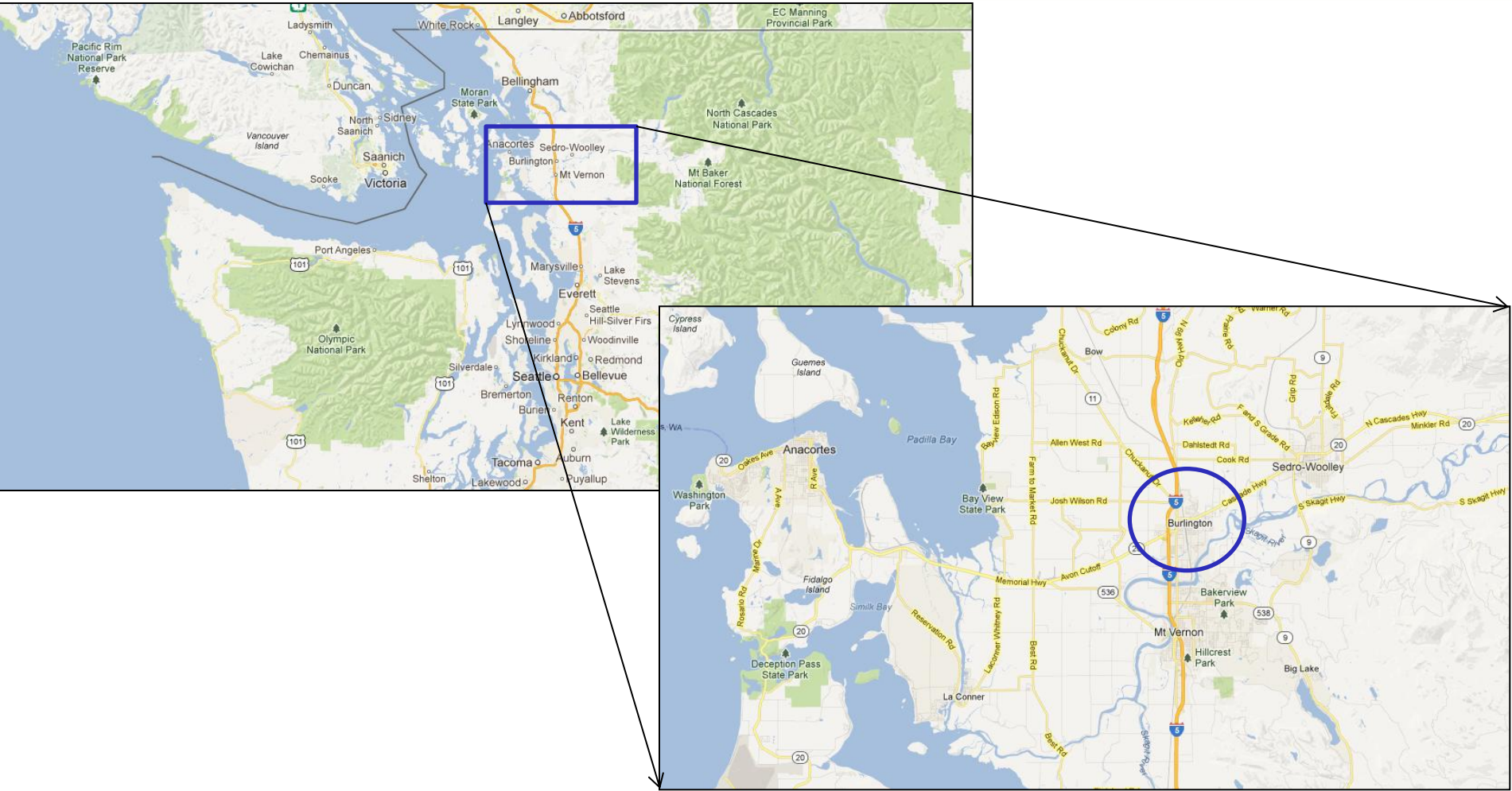


Introduction

The City of Burlington faces a smart growth challenge. Redeveloping its newer commercial district along smart growth principles while effectively integrating it into a sustainable community is the complex issue facing Burlington and other Skagit communities today.



Geographic Scope



Executive Summary

It's not broken. Burlington is a rural town with a large tax base. It has an intact historic main street, and housing affordability is built in. It is also geographically connected with regional amenities.

Who is here? Who might come? For housing development to accommodate full-time residents, Burlington will do well to engage in data gathering about current residents and visitors, and make some projections about the market for housing development. The questions should be answered in conjunction with a professionally led identity and branding exercise. This will become a basis for strategic planning.



Executive Summary

Celebrate the slough, and make it work for city. The marshy waterway that winds through the city is known and loved by locals and retains its natural beauty and environmental benefits. Investing in it by enhancing its natural quality and making it more accessible will yield great dividends, from quality of life to economic development.

Seek synergies. Leverage Burlington Boulevard and the big-box retail district to benefit old town and make strategic reinvestments in heritage buildings, sites and infrastructure.



Overview

1. Branding and Identity
2. Housing and Economics
3. Infrastructure and Slough



Branding and Identity - External

- Invest in Market Study
 - Demographic
 - Economic
 - Know your audience
 - Address housing, recreation, retail
- Embrace the region; identify unique role
 - Crossroads
 - Shopping hub
 - Athletic complex



Branding and Identity - External

- Professional Branding
 - Rural Service Center
 - Heritage Enhancement
- Identification



Branding and Identity – Internal

- Regional Attraction
 - San Juan Islands
 - Tulips
 - Cascades
 - Fishing
- Protect and reinforce existing neighborhoods
- Recognize districts and develop identity
 - Old Town
 - Slough Corridor
 - Burlington Boulevard
 - Recreation District

Branding and Identity - Implementation

- Economic Development – Professional (Special Project)
- Hire Business District Manager plus Intern
 - Promote synergy between big commercial and downtown core
 - Provide funding for Program
 - Plan on annual reinvestments
 - Partner with Commercial Property Owners
 - Assist retail mix, gap analysis
 - Conformity
 - Programing or public spaces

Branding and Identity - Implementation

- Burlington Boulevard
 - Refresh view from I-5
 - Improve Way-finding
- Old Town - Fairhaven
 - Façade improvements
 - Visible storm-water, street improvements
 - Paint and awnings
 - Visible planting and urban features
 - Consistent signage plan
 - Tie in with urban way-finding and signage

Branding and Identity - Implementation

- Position as regional outdoor recreation destination
 - Bicycling
 - Birding
 - Fishing
 - Kayaking/Canoeing
 - Skiing
 - Boating



Branding and Identity - Implementation

- Provide support services for organized athletics
 - Soccer
 - Baseball
 - Basketball
 - Skateboarding
 - Ultimate frisbee
 - Lacrosse

Housing and Economics - Overview

- Existing housing stock meets housing needs
- Focus on horizontal mixed-use
- Make Old Town commercial great; housing will follow



Housing and Economics - Incentives

- Adopt Multifamily Tax Exemption (MFTE)
- Accelerate permit review
- Waive fees
- Choose Programmatic Environmental Impact Statement
- Create Planned Action Ordinance
- Support infrastructure investments
- Invest in streetscape and bring into focus areas

Housing and Economics - Rezone

- Focus on small, mixed-use district near Old Town
- Create a new zone that allows for appropriate or horizontal mixed-use (multi-use district)
 - Include different housing types, such as cottage housing
- Consolidate commercial district with start, middle, end
- Housing can transition to services
- Embrace heritage and historic buildings
- Design standards

Housing and Economics – Catalyst Sites

- Use Chinese restaurant site to create town center
 - Central gathering for holidays, farmers market, village green
- Thriftway is a potentially transformational catalyst property

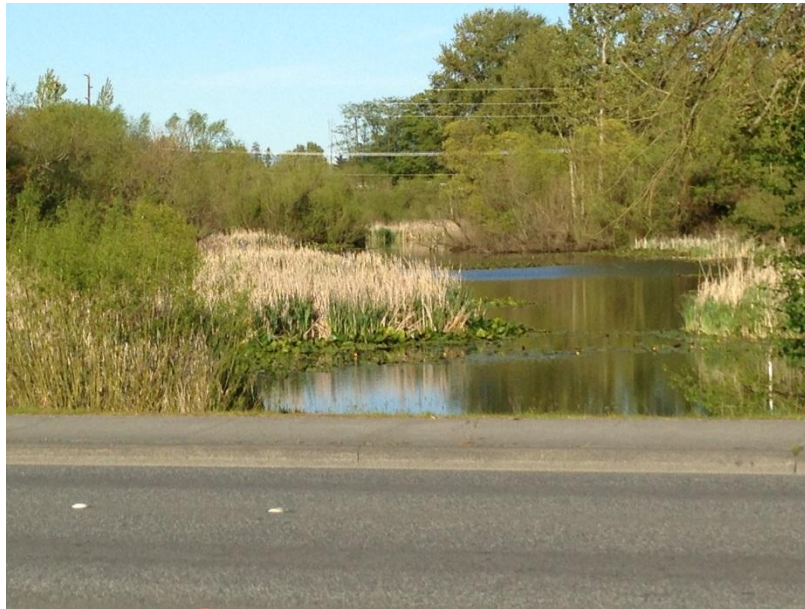
Housing and Economics

Opportunities for new housing at scale are very limited

- Consider rezoning Nagatini farm Property Larger Scale Housing Opportunity
 - 190-250 Homes
 - Senior housing
 - Entry level family
- Revisit Residential Housing to accommodate ground related infill housing
 - Town Homes
 - Cottage
 - Small Lot detached
- Up-zone along slough corridor
- Conversion of manufacturing and industrial use

Infrastructure and Slough - Overview

- Invest in Slough as an amenity and environmental asset
 - Comprehensive Multi-pronged Approach
 - Prioritization and Cost/Benefit Matrix



Infrastructure and Slough – Capital Investment Program

- Comprehensive Multipronged Approach
 - Multiple benefits – Joint funding
 - Leveraging funding Sources
 - Public/Private Partnership (P3)
 - WSDOT
 - RR
 - Dike District
 - County
 - Corps of Engineers
 - Mount Vernon
 - DOE
 - USDA
- Prioritization Implementation Plan through Cost/Benefit Matrix

Infrastructure and Slough – Implementation Program

- Identify Implementation Programs
 - Slough
 - Gateways / Edges
 - Nodes
 - Rail Road Crossings
 - Commercial Entrances
 - Loop
 - Parking Lot Retrofit
 - Citywide Tree Strategy
 - Stormwater Strategy

Infrastructure and Slough – Implementation Matrix

- Prioritization Implementation Plan through Cost/Benefit Matrix

Infrastructure Strategies								
	Stormwater	Transportation			Recreation	Utilities/Railroad	Economic Devel	Community/Social
		ped	vehicle	bike				
Slough	x	x		x	x	x	x	x
Nodes		x		x	x		x	x
Gateways	x	x	x	x			x	x
Commercial Entrance	x	x	x	x			x	x
Loop	x	x	x	x	x	x	x	x
Parking Lot Retrofit	x	x	x				x	x
Citywide Trees	x	x	x	x	x		x	x
Railroad Crossings	x	x	x	x		x	x	x

Infrastructure and Slough – Work Areas

- Recreation
- Housing
- Transportation
- Habitat
- Connectivity
- Arrival
- WSDOT undercrossing
- Boardwalk access southside
- Identify at each street crossing

Infrastructure and Slough – Gateways/Edges

- Arrival
- Visible
- Wayfinding
- Investment
- Color
- Pride
- Events and celebrations
- Multi-modal transportation
- Welcome and points of interest
- Crossings



Infrastructure and Slough – Design Elements

- Pause/punctuation
- Meeting points
- Orientation
- Respite
- Community education
- Scalable features
 - Picnic points
 - Stops
 - Heritage
- Community building – interaction
- Social opportunities



Infrastructure and Slough – Connections

- Safety
- Wayfinding
- Reconnect
- Athletic
- New
- Stitching back

Infrastructure and Slough – Connections

- Commercial entrances
- Traffic
- Circulation choreography
- Investment
- Event
- Pedestrian pause points
- Circulator starts

Infrastructure and Slough – Regional Connections

- Loop – Burlington, Fairhaven, Anacortes
 - Generator activity
 - Circulator
 - Integrated city
 - Connectivity
 - Identity
 - Comfort
 - Encourage health
 - Water quality and art
 - Community education
 - “Loopscape” - common street furnishings / plantings
 - Loop entrances

Infrastructure and Slough – Parking

- Fix the eyesore, retrofit
- Bike parking
- Benches
- Trees
- Filter strips/rain gardens
- Lighting
- Safe pedestrians
- Parking rooms
- Accessibility
- Wayfinding
- Stormwater infrastructure

Infrastructure and Slough – Tree Strategies

- Gateways
- Trees – stormwater intercept
- Edible cherry – crabapple
- Natives
- Private parcel tree giveaways
- Commercial entrances
- Groupings of trees—create character on Fairhaven
- Buffers along arterials, especially narrow strips



Infrastructure and Slough – Stormwater Strategies

- Commercial roofs with planter boxes and stormwater treatments (sediment, zinc)
- Use trees and vegetated filter strips to intercept impervious surfaces on industrial land



Thank you!

Many thanks to:

- The City of Burlington for presenting this exciting opportunity to help maximize the potential for reinvigorating Burlington Boulevard
- Our esteemed panelists for contributing their time, energy, and expertise
- The UW Green Futures Lab for their participation and support
- Our volunteers and support team for keeping us on track and informed throughout this process

It could not have happened without each of you!



*ULI's mission is to provide leadership in the responsible use of land
and in creating and sustaining thriving communities worldwide.*