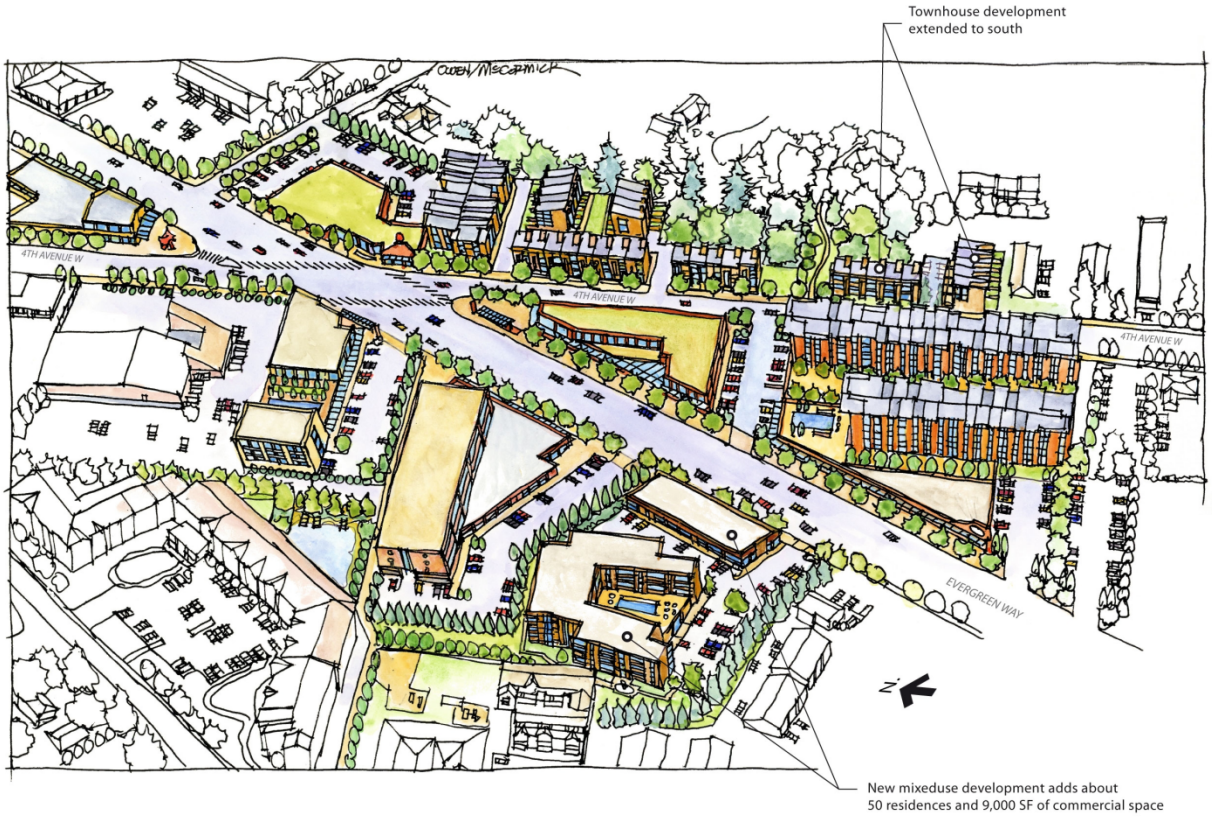
CITY OF EVERETT
EVERGREEN WAY
REVITALIZATION PLAN



Hypothetical example: 4th Avenue Swift stop redevelopment Phase 3 - 20 years +

A Subarea Plan to the

Everett Growth Management Comprehensive Plan

Effective May 10, 2012 (Ordinance No. 3268-12)

Acknowledgement

This project is funded in whole or in part by funds made available through the American Recovery and Reinvestment Act (ARRA). This funding was awarded by the US Department of Energy through the Energy Policy Division of the Washington State Department of Commerce under Energy Efficiency and Conservation Block Grant No.DE-EE0000849.

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EVERGREEN WAY REVITALIZATION PLAN

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Evergreen Way Revitalization Plan

Executive Summary

Evergreen Way is the major transportation and business corridor serving south Everett. It has evolved over decades as a strip commercial highway that connects downtown Everett on the north with neighboring communities to the south. It functions as a principal arterial for transit, freight and general purpose traffic, carrying over 45,000 vehicle trips per day in certain segments of the corridor. It provides access between downtown Everett on the north and the southwest Everett – Paine Field employment center on the south. Everett's comprehensive plan calls for Evergreen Way to redevelop with a more intensive mix of commercial and residential uses, served by high quality transit service. With the introduction of Swift Bus Rapid Transit in the Evergreen Way corridor in 2009, the City of Everett initiated a planning effort to establish a more detailed vision for the revitalization and redevelopment of Evergreen Way.

Public feedback during the planning process indicated strong support for upgrading the character of the Evergreen Way corridor to improve the business climate and promote greater compatibility with abutting neighborhoods. Business community input emphasized the need to maintain vehicular access and also supported upgrading aesthetics and safety in the Evergreen Way corridor.

The Evergreen Way Corridor Revitalization Plan is intended to:

- Stimulate redevelopment and capital investment along the corridor.
- Support existing and encourage new business activity
- Accommodate projected growth according to the City's growth management policies.
- Maximize use of transit investment and increase transit ridership.
- Build more vital communities and revise land use regulations to foster greater livability and efficiency.

Achieving these overarching goals will require transformational changes along portions of the corridor while supporting existing activities in other segments. The approach taken in this plan is to develop mixed use "nodes" around the SWIFT BRT stations. The nodes will be generally characterized by a mix of higher intensity commercial and multiple family residential uses in a pedestrian oriented setting and will:

- Improve transit access and increase ridership in the corridor thereby reducing vehicle miles travelled (VMT) and green house gas (GHG) emissions.
- Enhance the quality of nearby residential neighborhoods and increase local commercial and community services.

- Increase the access and safety for pedestrians and provide improved bike access to stations and other destinations in the corridor.
- Increase the local market for new and existing businesses.

So the general pattern that emerges is a string of alternating nodes and commercial centers along Evergreen Way. The vision for Evergreen Way, then is to become a **"linear community" that provides easy access to all that is needed for an enjoyable and connected lifestyle.**

Use of This Plan Document. This plan includes land use strategies (new zones and rezoning), capital investments, development incentives and transportation improvements intended to transform the corridor over time to realize this vision. The City will use this plan and the accompanying rezoning and new development standards to implement existing comprehensive plan policies over time as properties redevelop. The transportation and capital improvements identified in this plan will be defined in greater detail in future capital improvement programs, which will be used to pursue grant funding for specific projects.

New zoning. The land use strategy will be implemented with the establishment of two new zones – the E-1 zone for the entire commercial corridor, and the MUO (Mixed Use Overlay) in proximity to the Swift BRT stations. These new zones will be applied by rezoning the entire corridor (within the city limits). New zoning standards will require a more transit-oriented style of development in the MUO zone and will also greatly improve design standards for development in the entire corridor. The proposed rezone areas are shown in Figures 4-10. The proposed new zoning regulations are included in Appendix 5.

The plan proposes to apply the multiple family property tax exemption within the Mixed Use Overlay zones and reduce required off-street parking standards to encourage a mix of residential uses near the Swift stations.

Although the plan does not identify new funding sources for capital improvements, it describes potential capital facility and transportation improvements that will make the corridor safer, and more attractive to private investment, business owners and residents. An illustrative list of potential investments and improvements is contained in the Implementation chapter.

Everett is planning for the entire portion of the Evergreen Way corridor located within its comprehensive planning area, or Municipal Urban Growth Area (MUGA), which includes unincorporated land the City is expected to annex in the future. This area includes land located east of Evergreen Way, south of 112th Street SW to Gibson Road. As these areas are annexed into Everett, the zoning identified in this plan document will be applied to the annexed area.

The unincorporated land located south of Airport Road and west of Highway 99 is within the City of Mukilteo MUGA, while the land east of Highway 99 and south of Gibson Road has not been assigned to any city's MUGA. Snohomish County has the

responsibility for land use regulation in all unincorporated areas, until such time that such areas are annexed by a city.

The City received a federal Energy Efficiency through Transportation Planning (EETP) grant to add the unincorporated portion of the Evergreen Way / Highway 99 corridor located south of the City limits, between Airport Road and 148th Street SW. This section of Highway 99 is being planned in conjunction with Snohomish County and the City of Mukilteo, with participation from Community Transit and WSDOT. The City anticipates that similar land use, capital improvement and transportation strategies will result from this planning effort. Implementation of the plan concepts for this area will be up to other jurisdictions and agencies.

South of 148th Street SW, the City of Lynnwood has adopted a Highway 99 redevelopment plan, which is promoting similar land use and transportation strategies being considered in Everett's plan.

The basic strategies proposed to implement the policies of the comprehensive plan through this Evergreen Way Revitalization Plan are summarized in the following table:

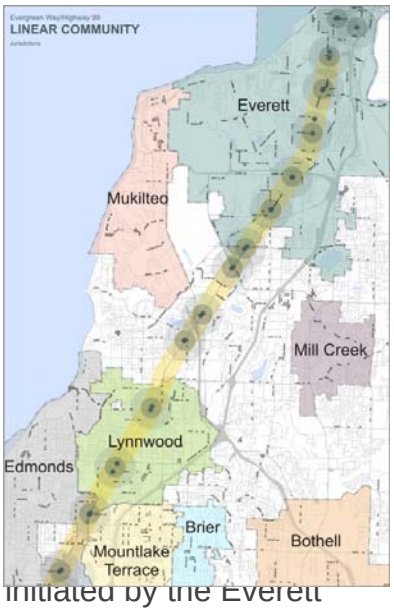
Table 1. Implementation Activities

	OBJECTIVE		
ACTIVITY	**Economic Development**	**Neighborhood Livability**	**Transportation Efficiency**
1. Revise Zoning Regulations			
Maximize building capacity	●	●	
Encourage a variety of uses	●	●	
Reduce parking requirements	●	●	
Add standards for livability and quality in nodes	●	●	●
Add standards to upgrade visual quality of entire corridor	●		
2. Provide Incentives			
Make nodes eligible for tax exemption	●		
3. Improve Circulation and Access			
Refine transit service	●	●	●
Implement bicycle plan		●	●
Improve Evergreen Way itself	●	●	●
Improve cross streets and intersections		●	●
4. Add Neighborhood Amenities			
Make pedestrian improvements	●	●	●
Implement bike plan		●	●
Improve streetscapes	●	●	
Upgrade open space	●	●	

Evergreen Way Revitalization Plan

Introduction

Evergreen Way extends from Everett's southern city limits at Airport Road to 41st Street (where its name changes to Rucker Avenue), about ten blocks south of the downtown. South of Everett Mall Way, Evergreen Way is also State Route 99, which extends south to Seattle. Evergreen Way is characterized primarily by mid- to late-20th century strip commercial development. Besides its role as a regional multimodal transportation route, the Evergreen Way corridor is one of Everett's chief retail districts, accounting for one-third of the city's retail tax revenue.



Evergreen Way offers substantial opportunities to increase economic activity and to develop a string of mixed-use focal points serving and strengthening south Everett neighborhoods. In addition to general growth in the community, the introduction of "Swift" Bus Rapid Transit (BRT) service in 2009 will encourage new commercial, residential, and institutional growth. Because of Evergreen Way's inherent attributes as well as new opportunities brought by the Swift service, the City's Comprehensive Plan designates the six-mile arterial a "mixed-use commercial-multifamily" corridor. The Comprehensive Plan also envisions that the corridor will accommodate a substantial portion of the City's future commercial and residential growth.

The development of a revitalization plan for Evergreen Way was initiated by the Everett City Council to craft a strategy addressing land use, transportation, economics, urban design, public safety, and neighborhood compatibility. Everett's Growth Management Comprehensive Plan, initially adopted in 1994 and updated in 2005, contains an extensive set of policies in several plan elements pertaining to arterial corridors. This revitalization plan provides more focus and detailed direction for future development and public investments specifically on Evergreen Way, and is being adopted as a Subarea Plan under the Growth Management Act. A summary of the current comprehensive plan policies that are relevant to Evergreen Way is contained in **Appendix 1**.

The existing comprehensive plan policies that either directly or generally address Evergreen Way are contained in the Land Use, Housing, Transportation, Economic Development, and Urban Design Elements. The Land Use Map of the comprehensive

plan designates the entire corridor as “Mixed Use Commercial – Multiple Family,” and the land use policies designate Evergreen Way as a “high intensity mixed use corridor.”

The general policy direction of the comprehensive plan is to:

- encourage a more intensive mix of commercial and residential uses
- support the land use plan for Evergreen Way with improved transit service, including high capacity transit
- concentrate higher density redevelopment near transit facilities
- improve pedestrian access between new development, neighborhoods, and transit facilities
- manage parking supply to promote a balance of travel modes
- enhance and reinforce the quality and character of the commercial district and surrounding neighborhoods with pedestrian friendly development standards, streetscape improvements in public right-of-way, and improved design requirements for new development and redevelopment
- revise City land use regulations and infrastructure standards to improve the visual qualities of the streetscape on private properties and within public right-of-way
- promote access management to maintain arterial capacity by reducing the number of curb cuts, increasing driveway spacing and providing for median treatment where appropriate

This revitalization plan proposes a variety of land use strategies and capital investments that implement and are consistent with the relevant, adopted comprehensive plan policies. No new additional policies are needed to support the revitalization strategies contained in this plan. No changes to existing policies are proposed.

Project Purpose, Goals and Objectives

The purposes of the Evergreen Way Revitalization Plan are to:

- Significantly improve the performance of the corridor as an economic engine in terms of services for the community, new housing, job growth, enhancement of the tax base, and improved property values.
- Support existing and encourage new business activity
- Enhance the livability of the neighborhoods abutting Evergreen Way.
- Improve the walkability, pedestrian comfort and safety, and aesthetics of the corridor.

- Maximize the redevelopment potential created by Swift Bus Rapid Transit (BRT) service.
- Promote energy efficiency, reduce vehicle miles traveled (VMT) and greenhouse gas emissions by improving pedestrian and bicycle access from neighborhoods to transit service within the Evergreen Way corridor.
- Stimulate redevelopment and capital investment along the corridor.
- Accommodate projected growth, including more multiple family residential growth, according to the City's comprehensive plan land use policies.
- Build more vital communities and structure land uses in Everett for greater livability and efficiency.

Building on these directives and public input, the plan includes a detailed list of goals and objectives, a complete list of which can be found in Appendix 2. These project goals and objectives guided the planning team and served as the criteria by which alternative concepts and draft recommendations were evaluated.

Expected Outcomes. Achieving these overarching goals will require transformational changes along portions of the corridor while supporting existing activities in other segments. The approach taken in this plan is to develop mixed use "nodes" around the SWIFT BRT stops. The nodes will be generally characterized by a mix of higher intensity uses (including multi-family residences) in a pedestrian oriented setting and will:

- Increase transit ridership, thus providing better access within the corridor and reducing vehicle miles travelled (VMT) and green house gas (GHG) emissions.
- Enhance the quality of near-by residential neighborhoods and increase local commercial and community services.
- Increase access and safety for pedestrians, and provide improved bike access to Swift BRT stations and other destinations in the corridor.
- Increase the local market for new and existing businesses.

At the same time, the remaining corridor segments outside the nodes accommodate an important segment of the region's economic community and supporting those businesses ranging from regional employers and large auto dealerships to small businesses is also part of the plan. Participating business owners have noted that a favorable appearance is important for their success so gradually upgrading the visual quality of the corridor is important in these segments should be a priority as well as within the nodes.

So the general pattern that emerges is a string of alternating nodes and commercial centers along Evergreen Way, and south to other communities outside Everett. This is

the "classic" configuration of express speed transit corridors, and communities to the south (Lynnwood, Snohomish County, Mukilteo) are also employing such a redevelopment strategy. If one examines the conditions and redevelopment potential around the individual nodes, it appears that it will be difficult to provide enough services and amenities to make them a highly attractive place to live in the short term. But, looking at the larger corridor, a person living between Casino Road and Airport Way can be at any other point on the corridor between downtown Everett and Aurora Village in less than ½ hour (including time waiting for the bus).

Seen in this light, access to the Everett Event Center, numerous schools and educational facilities, regional bicycle trails, large scale retail, the library, employment centers, and other attractions in Everett and communities to the south become a real draw. As Figure 1 illustrates, there are a number of special activities and different conditions along the corridor that provide a wide range of attractions, employment centers and shopping opportunities and services.

The vision for Evergreen Way, then is to become a **"linear community" that provides easy access to all that is needed for an enjoyable and connected lifestyle.**

This vision requires planning both at the local scale to address the challenges and opportunities specific to the individual nodes and segments and at the corridor scale to make sure that the sum of the various nodes provides the full range of community needs and amenities. The fact that other cities along the corridor are working together in their redevelopment efforts greatly facilitates achieving the corridor wide vision.

Revitalization Strategy

This plan identifies the following specific actions to promote revitalization of the Evergreen Way corridor within the Everett Planning Area:

1. Revise Zoning regulations and rezone entire commercial corridor to new zones with detailed design standards that will result in better quality development.
2. Provide incentives to encourage investment by the private sector on Evergreen Way, especially investment in multiple family housing within and near the corridor.
3. Improve circulation and access for all modes, especially pedestrian and bicycle access between Evergreen Way, the Swift BRT stations and abutting neighborhoods.
4. Add neighborhood amenities through public and private capital investments.

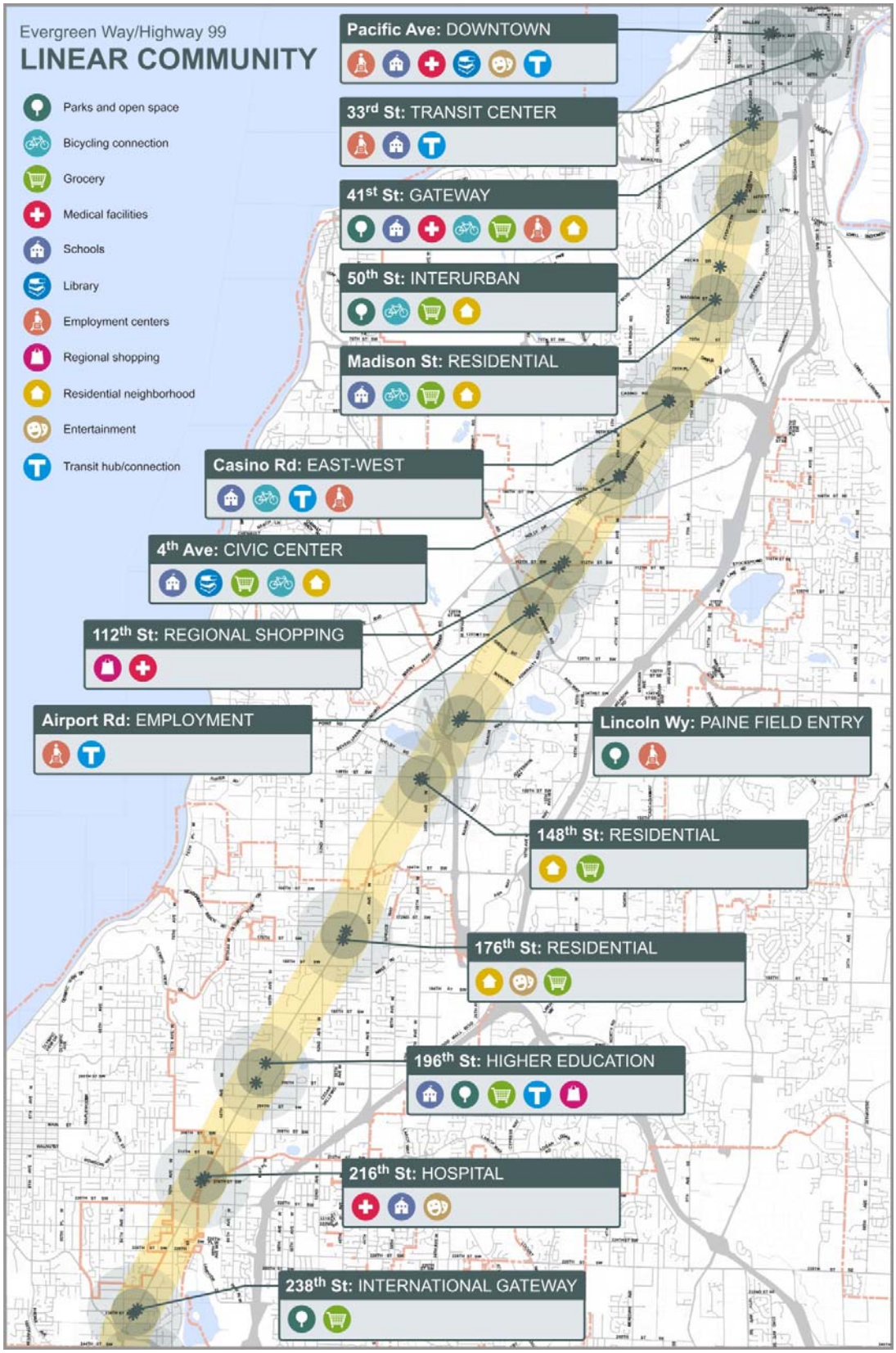
Growth Targets for Evergreen Way Corridor. The revitalization of Evergreen Way is based on public feedback that the community supports the transformation of the corridor to more intensive uses if development is of high quality, and that impacts of growth are mitigated through infrastructure investment and appropriate development and design

standards. The focus of more growth on Evergreen Way is supported by the economic findings prepared for this plan, and the growth projections for the Everett area in general. Everett will soon be updating its comprehensive planning horizon to accommodate growth to 2035. The growth targets stated in this section are based upon estimates of growth that, given the emphasis the City places on revitalizing Evergreen Way, will be stimulated beyond levels the real estate market would support without a focus on improvements to this important regional commercial corridor.

Population. Properties within the Evergreen Way corridor are expected to accommodate a net increase of 3,500 residential units by 2035, housing approximately 5,300 additional residents.

Jobs. Properties within the Evergreen Way corridor are expected to accommodate a net increase of approximately 2,000 additional jobs by 2035.

Figure 1


Evergreen Way/Highway 99
LINEAR COMMUNITY
Parks and open space
Bicycling connection
Grocery
Medical facilities
Schools
Library
Employment centers
Regional shopping
Residential neighborhood
Entertainment
Transit hub/connection
Pacific Ave: DOWNTOWN
33rd St: TRANSIT CENTER
41st St: GATEWAY
50th St: INTERURBAN
Madison St: RESIDENTIAL
Casino Rd: EAST-WEST
4th Ave: CIVIC CENTER
112th St: REGIONAL SHOPPING
Airport Rd: EMPLOYMENT
Lincoln Wy: PAINE FIELD ENTRY
148th St: RESIDENTIAL
176th St: RESIDENTIAL
196th St: HIGHER EDUCATION
216th St: HOSPITAL
238th St: INTERNATIONAL GATEWAY

Evergreen Way Planning Process Overview

Public Outreach. The planning for revitalization of the Evergreen Way corridor has been a fairly intense effort covering over two years and involving numerous parties and participants. The City initiated the project with public open houses in 2009 and a widely broadcast survey to identify citizens' perceptions and values related to the corridor. More than 50 responses were received, which City staff tabulated and used as a touchstone in the initial planning work. Survey respondents strongly support revitalization efforts to improve the character and quality of development for the corridor.

The City hired a consultant team, consisting of MAKERS (land use and urban design), Property Counselors (economics), and Perteet Engineering, Inc. (transportation), to help with the project. The planning team of City staff and consultants conducted background inventory and analysis work and began to explore the issues and opportunities related to redevelopment, transportation, land use, and urban design in the corridor.

The team began the public outreach portion of the project by meeting with business and property owners as well as other interested parties. A meeting was also held with representatives from Snohomish County, Mukilteo, Lynnwood, and Edmonds to coordinate planning for the area extending southward to the Swift BRT line's southern terminus at the King-Snohomish County line. The public outreach and participation efforts continued throughout the planning process with public open houses/work sessions, at which the team presented a summary of the background information and analysis reports, and proposed plan development concepts. Participants were encouraged to engage in brainstorming exercises to identify their ideas and values related to specific questions.

Advisory Committee. The City formed an Advisory Committee, consisting of business and property owners, a Planning Commission member, school districts and other public agency staff, and other interested persons. The Advisory Committee was intended to provide a business perspective on the conditions and public objectives within the whole corridor, a means of communication with their contacts among the public, and the opportunity for interested individuals to become more directly involved in the planning process. The Committee met periodically to discuss general goals and objectives, and provide feedback to the planning team about policy choices, land use standards, and potential capital improvements.

Public Walk-about Exercises. The planning team conducted walk-about work sessions at the 4th Avenue, Casino Road, 112th Street and 41st Street nodes. These sessions provided the opportunity for local community members and other interested citizens to express their views and ideas as the group walked around the potential mixed-use nodes at BRT stops. Pedestrian consultant David Levinger led the group and described actions that would improve pedestrian and bicycle safety and access. Dongho Chang, from the City's Public Works Department, and Kris Liljeblad, of Perteet

Engineering, discussed other transportation options, while Planning Department staff noted a variety of land use issues. The planning team summarized the detailed input from the walk-about sessions and developed land use and capital improvement concept maps.

Economic Outlook. Greg Easton, of Property Counselors, with staff input, identified potential redevelopment sites for the economic feasibility analysis, and produced a report evaluating the economic feasibility of redevelopment of specific parcels (See Appendix 3). From this work, it became apparent that a variety of capital improvements, development incentives, and code changes are necessary to create an environment more conducive to private investment and redevelopment.

Expanded Study Area. After beginning work on the Evergreen Way Revitalization Plan, the City received a federal grant to expand the study area to include the unincorporated portion of Highway 99 between Everett and Lynnwood. Planning for the expanded area incorporated input from City of Mukilteo and Snohomish County representatives to discuss possibilities for the Swift BRT station areas between Airport Road and 148th Street SW. The County and Mukilteo emphasized the importance of creating midblock pedestrian connections, regional transit connections, and better linkages to local resources. The group showed strong interest in exploring phasing strategies, options for horizontal mixed-use over time, and the potential for Gibson Road as another BRT node. High-intensity mixed-use zones in the County BRT nodes were also supported.

The planning team solicited public feedback on the redevelopment concepts, capital improvement proposals, proposed zoning standards, the economic effects of raised height limits, zoning requirements-versus-incentives issues, and the distinction between landscaping standards for BRT node areas and other corridor segments. The public's responses to these subjects helped the planning team refine the various plan elements and zoning code details.

Description of Existing Conditions

Physical Conditions

Existing Land Use. The existing development pattern along Evergreen Way is primarily auto-oriented businesses with surface parking lots fronting the highway. The study area contains a mix of commercial, residential, industrial, hotel, and storage uses. Development is sometimes in a strip mall form, yet stand-alone businesses and big boxes are also common. Major commercial centers and businesses include Staples, Rite Aid, QFC, Value Village, automobile dealerships, Walgreens, shopping centers, Fred Meyer,K-Mart, Albertson's, Office Depot, Walmart, Home Depot, and two Safeways. There is a wide range of smaller businesses, as well. Automobile and recreational vehicle (RV) sales, rental, repair, and services are prevalent in the corridor.

National chain restaurants, banks, and retail are found, along with independent businesses, such as ethnic groceries and restaurants and niche retail and services. Most developments are single story, but taller apartment complexes, hotels, and office buildings exist.

Some clustering of land uses occurs. Major shopping centers are located near State Route 526, Everett Mall Way, and Airport Road. Medical facilities and offices tend to be found in the 41st Street node. Schools are located throughout the corridor, but fewer are located between the 112th Street node and Lynnwood. The south branch library and a City fire station are found in the 4th Avenue node. Car sales, repair, and retail are common throughout the corridor, but a particular clustering of RV uses occurs near Airport Road.

Lack of Public Amenities. Public amenities, such as large parks, pocket parks and gathering spaces, community gardens, and recreational opportunities, are somewhat rare along the corridor. A major exception is the Interurban Trail, which is an amenity that can be accessed directly in some nodes, while bike routes connect some other nodes to it. Major public parks can be found within a mile of the corridor, such as Forest Park, Kasch Park, Lions Park, and Walter E. Hall Park, but parks are uncommon within the nodes and along Evergreen Way. Recreational fields for the schools, and some ponds and lakes (e.g., Beverly Lake) provide visual open space, but are not readily accessible to the public. Undeveloped natural areas, stream corridors and wetlands can be found, especially in the southern nodes.

Residential Uses. The corridor also sustains a significant residential population, which is important for supporting neighborhood retail centers and high-quality, frequent transit. Of the nodes in the study area, the 112th Street and 4th Avenue West nodes have the greatest dwelling unit density in the ½ mile radius of the Swift BRT stations, with the Madison Street and Airport Road nodes not far behind. Within a ¼ mile radius, the 112th Street node more than doubles the housing density of any other node.

Zoning. The Evergreen Way/Highway 99 corridor is zoned to be a commercial strip. In the City of Everett, the zones adjacent to Evergreen Way are typically B-2 in the north and C-1 in the south. Both B-2 and C-1 zones allow a wide range of uses, including mixed-use commercial and multiple family land uses.

Adjacent to the B-2 and C-1 zones, a range of residential zones are in place, from R-1, single family detached housing with 5 to 10 dwellings per gross acre, to R-4, which allows over 50 dwellings per acre. Multifamily housing is not allowed in R-1 or R-2 zones, and attached single family dwellings (townhouses) are allowed only in multi-family zones.

A part of Everett's planning area for Evergreen Way is located in unincorporated Snohomish County. In this area the General Commercial (GC), Planned Community Business (PCB), and Community Business (CB) are prevalent, with some

Neighborhood Business (NB) in the Airport Road node. Of these zones, the GC zone allows the widest range of uses. Certain types of housing are allowed in each of those commercial zones. Multiple Residential (MR) and Low Density Multiple Residential (LDMR) zones usually abut the commercial zones, separating them from single family zones.

For a compilation of City of Everett and Snohomish County zoning designations in the Evergreen Way corridor, see Figure 2.

Figure 2

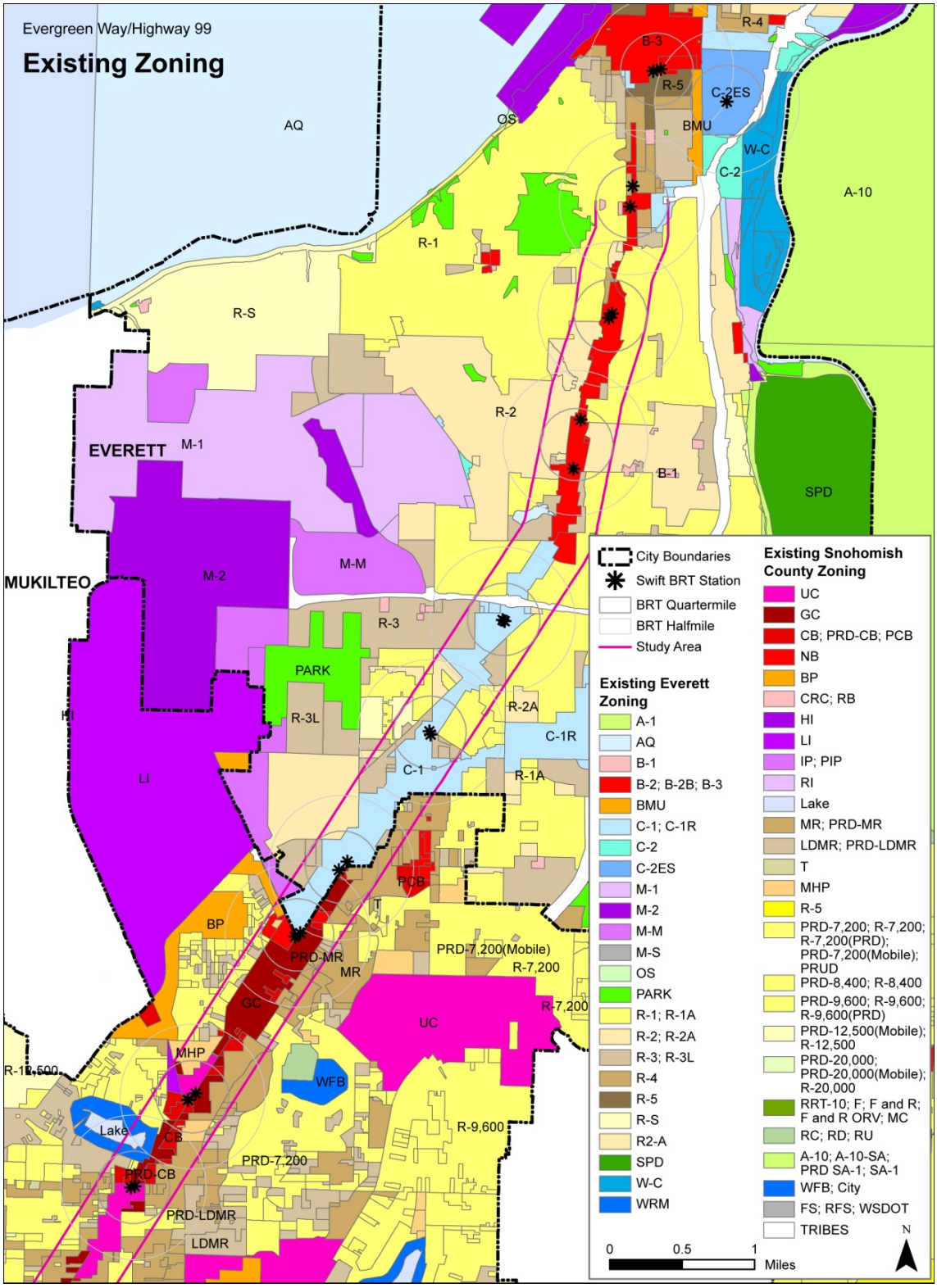


Figure 2. Zoning in the Everett and Snohomish County nodes.

Economic Conditions (For detailed information see Appendix 3)

Market Analysis Summary

Because the revitalization plan is intended to spur private investment within the corridor, the team conducted an economic study to:

1) estimate the real estate market demand for new development,

2) study the financial development feasibility of different types of development, and

3) identify those measures that will encourage viable redevelopment.

The following section summarizes the market opportunities and feasibility analysis findings as a background for the planning concepts and recommended implementation strategies.

The Evergreen Way/Highway 99 corridor represents a major share of the City of Everett's tax base, and a place vital for many businesses and residents. This section describes the type and amount of development that is supportable in the area during the next 20 years, and then analyzes the feasibility and conditions required to attract private development. The market issues to be addressed to support effective planning of the Evergreen Way corridor include:

- What is the likelihood for significant change in the corridor?
- What is the amount of development that is supportable in the next 20 years for commercial and residential development?
- What types of businesses would be interested in locating in the area?
- What parts of the corridor are likely to be redeveloped soonest?
- Are there opportunities for catalyst projects to demonstrate market demand and return on private investment?

Retail Demand. Evergreen Way is an attractive location for auto dealers and big box retailers such as Home Depot, Fred Meyer and Wal Mart. It also accommodates smaller retailers as part of neighborhood shopping centers. Retail demand along Evergreen Way will increase with growth in trade area population for various categories of business. Based on the analysis in this report, it is estimated that the market could support one million square feet of development during the next 20 years. Up to half of this demand for retail building development is expected to occur in the Evergreen Way corridor. The projections reflect a status quo case for future retail demand. Actual demand may differ if income levels and spending patterns diverge from current conditions, but retail trends should continue to favor locations like Evergreen Way.

Approximately one-half of the demand will be for large footprint businesses such as general merchandise and auto dealers. The balance is for smaller scale businesses that fit within neighborhood and community scale shopping centers. In the case of the larger footprint businesses, realization of the projected demand will depend upon the availability of adequate sites to accommodate the larger buildings. In the case of the smaller footprint businesses, realization of the projected demand will depend upon creating an attractive and convenient setting for businesses and customers.

Office Demand. Given projections of employment, south Everett would capture 510,000 to 720,000 square feet of office development during the next 20 years. The potential office development will be shared with the commercial sites at I-5 and SW 128th, and the business parks around Paine Field. Evergreen Way will be competitive for the local-serving office users such as banks, insurance and real estate agents, and health clinics and doctor offices. The area could also attract a larger regional or national serving user, at a site with excellent access and prominent visibility. The intersection of SR 526 and Evergreen Way is well located for such a user, given its location on the regional transportation network. It is estimated that up to 250,000 square feet of office development could occur on Evergreen Way in the next 20 years.

Multiple-Family Residential Demand. The Evergreen Way corridor could capture 2,700 multifamily units with a net increase of 2,500 housing units. Future multifamily development will include a mix of apartments and condominiums. The split will vary over time based on supply-demand conditions, although the recent collapse of the for-sale housing market will likely reduce the short and long-term share for condominiums. The units will accommodate all household types and sizes. In order to increase the potential for residential growth in the corridor, as envisioned by the growth targets, new development must create an attractive residential environment. Accordingly, it must provide a buffer from the vehicular traffic on the highway, but also linkages to the commercial offerings within walking distance. New projects can range in size depending on the size of available sites. The southern portion of the corridor provides opportunities for larger developments.

Lodging Demand. The projected demand for new development in south Everett during the next 20 years will be approximately 760 rooms. Much of the development is likely to occur in the latter half of the period. Sites near I-5 will be most attractive for new lodging development. Sites on Evergreen Way near SR 526 will be competitive given their proximity to the south Everett employment center and visitor attractions. Demand for lodging is expected to generate construction of 2 or 3 new hotels on Evergreen Way in the next 20 years.

Conclusions

The economic feasibility of potential redevelopment sites will depend upon both use of public tools and also rental rates that are at or above the top of the market in Everett

(but below rates in other areas of the region). In order to achieve this rent level, the project will have to offer quality design and capitalize upon and market aggressively the SWIFT service, proximity to employment centers and commercial venues, and community facilities and services.

1. Feasibility of higher density development along the corridor will require a combination of public regulatory actions, investment in infrastructure and public amenities, and creative design to maximize the attractiveness of projects given the site opportunities and constraints.

2. The City can enhance the feasibility of investment by designating the area as eligible for the Multifamily Tax Exemption Program, and to a lesser extent by reducing parking requirements, and/or reducing impact fees. These actions are justifiable because of availability of SWIFT services and the desirability of accommodating growth along the corridor.

3. There are a variety of public improvements that have been identified and which will enhance the desirability of the area and the feasibility of development:
   - Pedestrian improvements.
   - Expanded bike lanes and trails.
   - Streetscape improvements at select locations.
   - Community open space and park improvements.
   - Community improvements such as expansion of the Evergreen branch library near 4th Ave. and Evergreen Way to create a gathering space for south Everett.

4. The opportunity sites that have the greatest potential in the short term are those that are close to existing public amenities, are relatively underutilized in terms of existing improvements (and thus cheaper to acquire), and require relatively less above-ground structured parking.

Transportation Conditions (For complete report see Appendix 4)

Summary/Overview

The Everett Comprehensive Plan's Transportation Element identifies State Route 99/Evergreen Way as "the most significant north-south route through Everett other than Interstate 5." Evergreen Way is designated as a principal (or major) arterial street, extending 7 miles from Airport Road on the south to Everett Avenue in Downtown Everett (in combination with Rucker Avenue north of 41st Street). Varying from 5 to 7 lanes in width, Evergreen Way serves traffic volumes ranging from 27,720 to 41,540 vehicles per day near the Boeing Freeway/SR 526. Traffic tends to be most congested in the afternoon peak period due to higher volumes, and especially northbound.

Congestion is heaviest at the intersection of Evergreen Way/Airport Road (LOS F) and at the intersections of Evergreen/Casino Road and Rucker/41st Street (LOS E).

Evergreen Way is a designated truck route, providing an alternate north-south freight corridor parallel to I-5 between Seattle on the south and the Port of Everett and Naval Station Everett on the north, with access to the Mukilteo Ferry via SR 525 and to the City's Southwest Industrial Area (including the Boeing Company Plant) near Paine Field via Airport Road and SR 526.

Evergreen Way has the highest number of bus riders of any corridor in the City, and ridership is continuing to grow. It also has the most frequent bus service outside of Downtown Everett, with buses less than 10-minutes apart in the peak hour, on routes operated by Everett Transit, Community Transit and Sound Transit. In order to serve planned population and employment growth in the area, both Community Transit and Sound Transit are planning high capacity transit system expansions.

Collision rates along the Evergreen Way corridor are nearly twice as high as the average for all highway routes in the Northwest Region of Washington State, and several areas have collision rates that are many times higher than the average – especially south of 41st Street, near 148th Street SW, Casino Road and 112th St SW.

Arterial Classification and Freight Movements. SR 99/Evergreen Way is a designated T2 truck route, providing a parallel route to I-5, and important roadway connections to the Mukilteo Ferry terminal, the Boeing Company Plant (accessed via Airport Road and SR 526), and in the downtown Everett vicinity, the U. S. Naval Homeport, Port of Everett, and the Delta and Bayside BNSF rail yards. Evergreen Way carries an estimated 4,807 trucks per day between SR 526 (Boeing Freeway) and 41st Street, with estimated annual freight of 4,126,300 tons.

Cross-Section. The SR 99/Evergreen Way roadway cross section varies from 5 to 7 travel lanes, with on-street parking permitted in several areas. Approaching the City of Everett from the south, the SR 99 roadway south of Airport Way includes two travel lanes in each direction plus a center, two-way left turn lane. North of Airport Way, approaching 112th Street SW, the Evergreen Way roadway widens to three travel lanes in each direction, plus turn lanes, and this cross section continues northward to 41st Street. On Rucker Avenue, north of 41st Street, the roadway narrows again to two travel lanes in each direction plus a two-way center left turn lane and on-street parking both sides.

Traffic Volumes. The predominant direction of flow on SR 99/Evergreen Way is southbound in the morning toward Seattle and northbound toward Everett in the afternoon. As a continuous, multi-lane major street that parallels I-5, Evergreen Way provides a "relief valve" for I-5, serving diverted traffic during periods of heavy freeway congestion. The major destinations along the corridor, including the Boeing plant and a

variety of retail uses, regularly affect traffic flow and local conditions. The projected growth in traffic volumes through 2030 is expected to increase about 12 percent as a result of population and employment growth.

Intersection Level of Service (LOS). There are 13 signalized intersections in the City of Everett portion of the Evergreen Corridor between Airport Road and 41st Street SE, of which one (Airport Road) is currently operating at an unacceptable LOS F. Two other intersections at Evergreen/Casino Road and Rucker/41st Street SE are currently operating at LOS E. With the projected growth in traffic volumes through 2030, intersection congestion is expected to get worse, with increasing average delays at all 13 of the intersections, and with two additional intersections worsening to LOS F, Evergreen/50th Street SE and Rucker/41st Street SE.

Transit Service and Ridership. The SR 99/Evergreen Corridor is served by three different transit operators, with local route service provided by Everett Transit and regional route, limited stop, express service by Community Transit and Sound Transit. In total, the three operators run 20 buses per peak hour, or a bus every 3 minutes. The SR 99/Evergreen Corridor is an important north-south transit spine, serving the largest concentration of bus passenger boardings and alightings in the city, outside of Downtown Everett.

Swift BRT - The most frequent bus service provided in the corridor is the Swift Bus Rapid Transit service by Community Transit, launched in 2009. The Swift BRT route connects the Aurora Village Shopping Center in Shoreline and operates along the SR 99/Evergreen Corridor and through Downtown Everett to Everett Station. It operates specially-designed articulated buses 10-minutes apart, in both directions, from 5 am to 7 pm on weekdays, and 20-minutes apart from 7 pm to midnight on weeknights and all day on Saturdays. No Sunday service is provided. Distinctively designed stations and shelters differentiate the Swift stops. Fares are collected electronically on the platform prior to boarding to minimize the vehicle dwell time at stops/stations.

The boarding data shows heavy directional ridership at the endpoints, northbound in the morning from Shoreline and southbound in the evening from Everett Station. However, it also demonstrates more balanced bi-directional demand in the middle of the route where it serves residential areas, job sites, medical facilities and other community destinations.

Planned BRT System Expansion. In February 2009 Community Transit initiated a long range transit planning project, which included obtaining input from city officials, focus groups, riders and others. Findings relevant to the SR 99/Evergreen Corridor are summarized as follows:

- Both bus riders and city officials were in agreement that increasing the frequency of service is the top priority, while riders also pushed for better east-west connections to Swift BRT service and late-night bus service.

- Transit Emphasis Corridors were identified, which are planned to feature Swift-like BRT service on 10 to 15 minute frequencies, in both directions, 7 days a week. Transit Emphasis Corridors are planned to cross the SR 99/Evergreen Corridor at Boeing Freeway/SR 526 and Airport Road, creating the potential for greater future passenger activity at those two station areas.

Summary of Transportation Findings

The transportation conditions summarized above, and the preceding transportation goals provide some general corridor-wide conclusions to be considered in the detailed station area redevelopment planning:

- The importance of Evergreen Way as a major traffic-carrying route and commercial lifeline for the surrounding community will continue in the future. No significant change is recommended in the existing cross section, but a reduction in posted speeds should be considered.
- Accommodating trucks consistent with the corridor's route designation indicates the need to maintain standard (12') or wider outside lane widths, and intersection radii for wide turns.
- Buses will be subject to increasing delay due to congestion at intersections. Opportunities to reduce bus delays through signal priority and/or queue by-pass lanes should be pursued.
- The planned expansion of the Swift BRT network, with east-west BRT service on SR 526, and on Airport Road/128th Street indicates further attention to pedestrian movements and transfers at those nodes.
- Bicycles should be accommodated on lower volume parallel routes with good east-west connections to the Evergreen Corridor (especially the Interurban Trail). Experienced bicyclists may not be intimidated by heavy traffic volumes, trucks and buses, high operating speeds and driveway conflicts, but most cyclists will be more comfortable, and safer elsewhere.
- Pedestrian activity will continue to increase, especially at Swift station areas. Eliminating sidewalk obstructions and providing ADA compliant sidewalks, crosswalks and curb ramps at all Swift station areas is vital. Extending sidewalks into the surrounding communities is critical to improve station access and achieve the goal to "think transit first".
- Increasing the dwelling unit density within Swift station nodes is expected to result in average daily trip lengths by existing and future residents that are 15-20% shorter than the trips from the lower density suburban development that exists there today (except the 112th St. SW node which already has urban residential density). The following annual reductions can be expected to result:
    - 13.1 million vehicle miles travelled,
    - 645,434 gallons of fuel consumed, and
    - 5,680 metric tons of carbon dioxide (CO_2) emitted

- It has been assumed that 5% of the employees who now drive alone to work at CTR job sites within the SR 99/Evergreen Way corridor can be switched to commute by bus instead. A targeted effort to promote Swift and other commute options to all employees in station nodes (not only CTR covered employees) could easily exceed the 5% goal. This switch in commute mode choice has been estimated to result in the following annual reductions:
    - 714,765 vehicle miles travelled,
    - 35,210 gallons of fuel consumed, and
    - 9.84 metric tons of CO2 emitted.

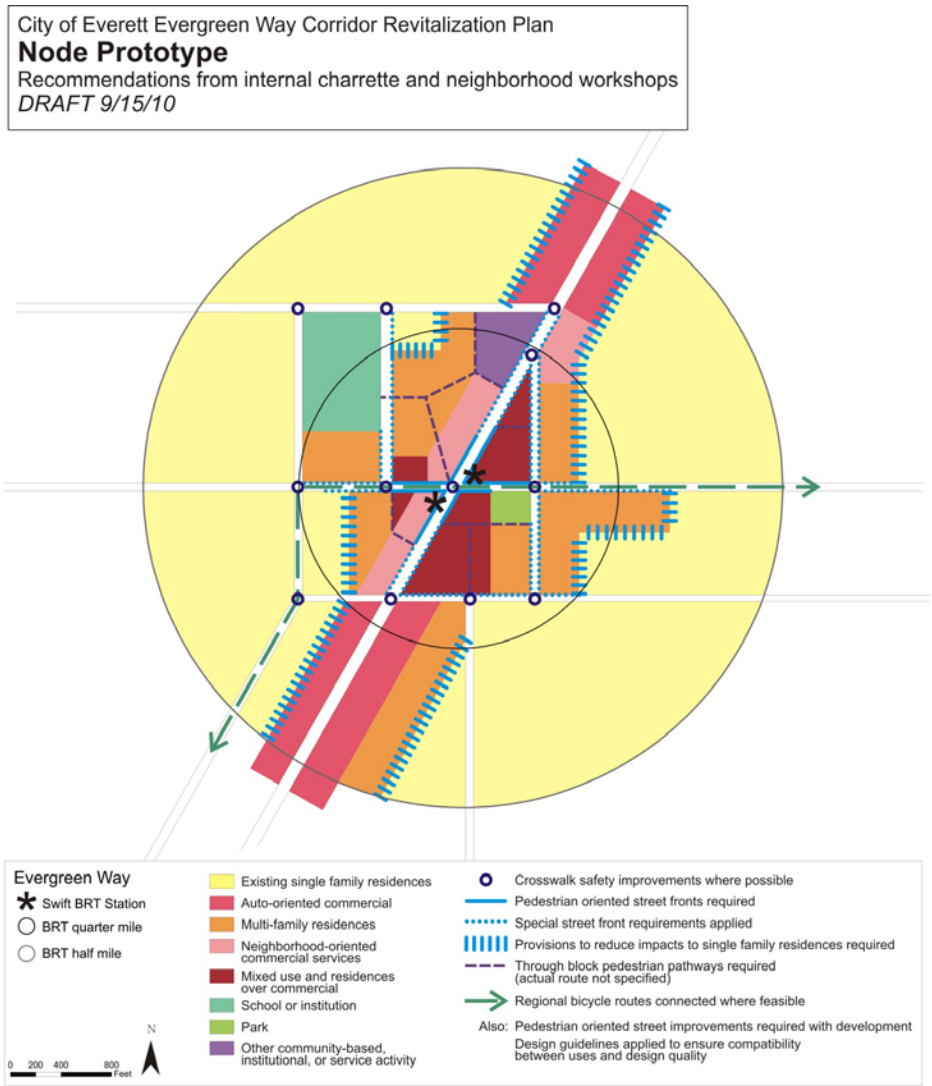
Prototypical Node (Swift BRT station area)

The nodes along Evergreen Way vary greatly in configuration, land use orientation and redevelopment opportunities. Never-the-less, there are common characteristics and objectives that frame the conceptual approach to achieving vital, pedestrian oriented mixed use focal points. The graphic on the following page illustrates several of the most important elements, which are also described below. With few exceptions, the recommendations for each of the nodes are directed toward the following characteristics:

Mix of Residential and Non-Residential Development

As the prototypical plan illustrates, the general land use pattern for the typical node features local retail services and mixed use (residential over commercial uses) at the core nearest the SWIFT stop with multi-family residences near-by. This places the most transit supportive, pedestrian friendly uses where access is greatest and the convenience of the transit most advantageous. Additionally, other uses such as schools, community facilities and medical offices are also desirable with convenient access to the station.

Figure 3



Where possible, the plan's recommendations encourage multi-family development, sometimes in upper stories over commercial activities. Additional residences near a Swift stop will increase ridership and support for local businesses and will make the area more active and secure. As a general rule, about 2,000 residences are required to support a modest cluster of neighborhood-oriented businesses, such as a small grocery store, drug store, laundry, family-style restaurant, or coffee shop. If the area within a quarter mile of a mixed-use node includes 1,000 dwelling units (dus), for example, then about half of the customers for those shops can access the businesses on foot. The residential neighborhoods on either side of the corridor are sufficient to provide the additional customer base needed.

There are already a number of multi-family residential developments at or near the station area nodes, and most nodes contain over 600 dwelling units in their quarter mile

radius. This same target of at least 1,000 dwelling units within most nodes is consistent with the population needed to support bus rapid transit (BRT) and to generate enough activity to make the area feel "lively." Thus, the additional residences will support the multiple purposes of growth management, transit support, business development, and the creation of more cohesive neighborhoods. The key is to make the residential areas at and around the nodes into attractive and livable neighborhoods. Therefore, regulatory measures that help ensure the quality of new housing, as well as improvements that add neighborhood amenities, such as pedestrian walkways, playgrounds and pea-patches, for example, are recommended as potential improvements in several node areas.

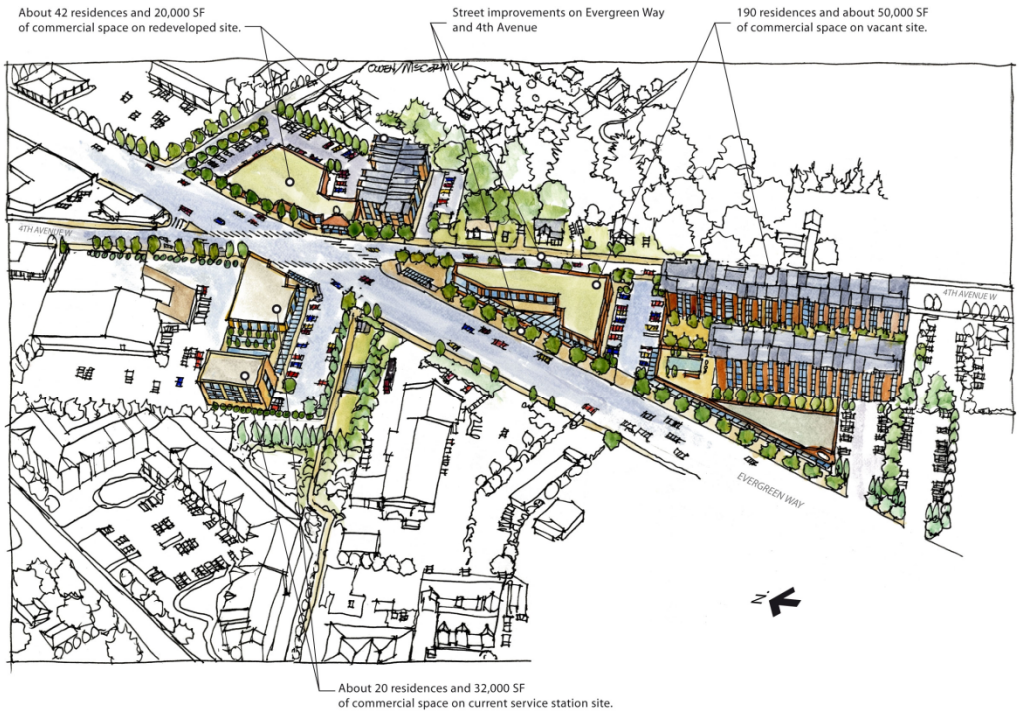
As the Evergreen Way corridor is expected to gain 3,500 units between 2010 and 2035. This would result in an average increase of approximately 500 units per node. Each node has at least 10 acres of land within the commercial zones that present opportunities for redevelopment. Assuming 10 acres of land, a 50 du/acre density is needed to house the additional 500 units. Fifty units per acre is readily attainable, even under existing zoning. Land use standards proposed with this plan will increase residential capacity above existing zoning. Because many nodes have much more than 10 acres of land that is likely to redevelop, there is room for a greater amount of residential development, with commercial uses to front Evergreen Way while residential uses can be slightly set back (but still in the commercial zone) so that residences can avoid the noise of the highway.

With proactive investments in public amenities and development incentives, the total demand for the corridor could increase above 2,500 units, perhaps to 3,500 additional dwelling units. This added density would provide additional support for businesses in the corridor. In addition, many existing residential zones are not built out to their maximum allowed densities, and can absorb some additional units through infill development. In sum, the corridor can accommodate the projected population growth, and encouraging the additional units to locate in mixed use activity centers will generate lively nodes with well-supported retail and transit.

Swift Transit Stop

The nodes addressed in this study all feature a Swift stop that provides 10 minute headway transit access up and down the corridor. Some of the current SWIFT stops are not in ideal locations because at the time of construction, the adjacent uses at the ideal locations prevented transit stops because of existing driveways and other constraints. In these cases, consideration should be given to moving the stations when new development occurs or to constructing an additional station if there is sufficient demand. For example, 75th Street or Gibson Road appear to be locations that would generate substantial ridership if an additional or relocated BRT station were placed in the vicinity.

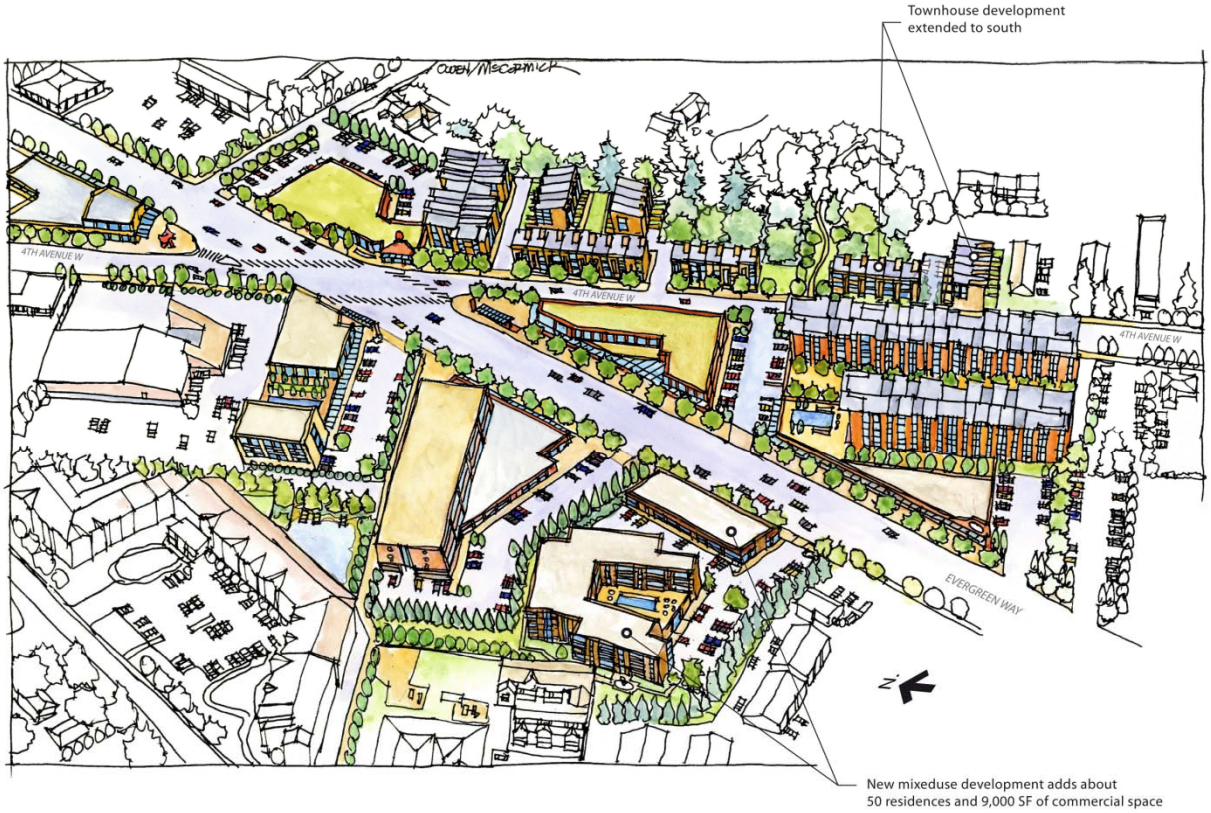
Conceptual Redevelopment Around the 4th Avenue West Swift BRT Node



Hypothetical example: 4th Avenue Swift stop redevelopment Phase 1 - within 10 years

Hypothetical example: 4th Avenue Swift stop redevelopment Phase 2 - within 20 years

Conceptual Redevelopment Around the 4th Avenue West Swift BRT Node



Hypothetical example: 4th Avenue Swift stop redevelopment Phase 3 - 20 years +

Street view of redevelopment concept around the 4th Avenue West Swift BRT node.

Pedestrian Orientation and Bicycle Trail Access

As noted earlier, safe, attractive sidewalks and pathways through large developments are critical if people are expected to walk any distance to a transit stop or local business. Generally speaking, people will walk up to ¼ mile for local goods and services if attractive sidewalks or pathways are provided. Studies have shown that people will walk a half mile or more to access high quality, frequent transit service. Improved pedestrian conditions can only be achieved through a combination of public and private improvements. At most nodes, development requirements for attractive sidewalks and street trees are matched with recommendations for improved cross walks and other pedestrian safety improvements by the City.

Additionally, the corridor roughly parallels the Interurban Trail. As the use of bicycles can readily extend the convenient access range of the Swift stations to surrounding areas, recommendations are provided to improve bicycle connections to the Swift stations and nearby parks and commercial uses that might generate bike trips. Bicycle lanes are not recommended on Evergreen Way and the primary strategy is to direct bicyclists to lower volume side streets and then to regional trail connections.

Integration with Existing Residential Neighborhoods

New guidelines and development standards will be established in the zoning code to insure that the new development enhances rather than detracts from existing residential neighborhoods. Concerns to be addressed include impacts to privacy, parking, solar access, security and increases in noise, and congestion. Additionally, new development should present an attractive and secure frontage to adjacent properties and the public right-of-way.

This plan does not propose rezoning residential properties fronting on east-west side streets within the BRT node areas. However, the City may consider such actions in future comprehensive plan update processes to promote additional residential density neart the Swift stations, or to increase opportunities for mixed use redevelopment, where appropriate.

Attractions and Amenities

In order to attract residential development along the corridor, it will be necessary to enhance the nodes' attractiveness and provide amenities such as parks, playgrounds, other open space and community facilities. Several recommendations address this issue. One strategy that can support this objective is to provide better pedestrian access from the transit stop to local schools and school grounds, which can, if the school districts are willing, provide much needed open space. Both the Everett and the Mukilteo school districts have policies that provide for public use of school facilities when not in conflict with the needs of the school district.

Corridor Segments Outside Nodes

While redevelopment consideration is focused at the mixed-use nodes, the corridor segments in between merit attention because the businesses found there are an important economic engine for South Everett. Also, those same businesses provide regionally and locally important services.

During planning work sessions, corridor business owners emphasized that the following considerations were particularly important to their viability:

- Vehicular access is critical to their businesses. Any action that would decrease the transportation performance of Evergreen Way would hurt them. Left turn access into businesses is also necessary.
- Convenient parking is also critical and a feature that improves their competitiveness with other business districts.
- Safety and security are primary concerns.
- Visual quality is also important. The corridor's identity should be improved to attract more shoppers. Additional street landscaping, where appropriate, would help, as would standards that improve and maintain the quality of building fronts.

The primary action that is recommended is the adoption of development standards and design guidelines that improve the visual appearance, compatibility, and land use efficiency of new development. The design guidelines that will be implemented through rezoning of the corridor include the following elements and characteristics.

Adaptability

Even along relatively homogenous highway corridors, businesses and developments vary widely. The visibility, access and identity needs of a car dealership are different from those of a small restaurant or specialty store. Therefore, in terms of development standards, "one size does not fit all" and they are crafted so that business and property owners have different options depending on their type, size and location.

Comprehensive Approach to Visibility and Access

Many auto oriented businesses must be highly visible to high speed motorists and all businesses require easy, safe vehicular access. At the same time, unregulated signs and driveways cause visual chaos and unsafe conditions. Therefore the standards are based on an analysis that identifies visibility and access needs and offers solutions to improve individual visibility and access while reducing impacts to the corridor's appearance and safety.

Quality

Travelling north into Everett from unincorporated Snohomish County, it is apparent that the quality of development is substantially higher, with better landscaping and site

development. It is equally clear that this difference in quality translates into property values and identity and business viability. With this in mind, the design guidelines and standards both within and outside nodes emphasize landscaping, building quality, sign quality and details that add visual interest.

Identity

While business "strips" are typically highly diverse in terms of individual properties, one strip is generally similar to another, resulting in a generic quality and a lack of individual identity. Public improvements, such as those recently constructed along Highway 99 in Shoreline or further south in Des Moines, can help define a stretch of corridor, but such improvements do not appear to be favored by existing businesses on Evergreen Way.

A more practical approach is to subtly enhance the unique character of individual sections that already are somewhat unified by similar uses or conditions. For example, the cluster of auto dealerships between Everett Mall Way and 112th Street SW has established an expansive and contemporary character while the wetland enhancements and vegetation south of 112th Street SW provide a "greener" feel. Sections north of 75th Street SE, which were developed between 1950 and 2000 on smaller lots, feature a more human scale and greater architectural diversity.

To a certain extent, design standards in the proposed new zoning can reinforce these characteristics so that the person travelling up and down the corridor experiences a variety of distinctive visual settings. The development and design standards for the proposed zoning will serve to incrementally improve the overall identity of Evergreen Way, as properties redevelop. Comprehensive City-sponsored improvements would be more effective in transforming the identity of the corridor if the City is able to secure funding for a substantial streetscape improvement project.

Strategies for Individual Nodes

The Plan background Report (Appendix 5) presents the land use and capital improvement recommendations for each of the nodes in the Evergreen Way Corridor project area. The City will use the detailed recommendations from the Background Report to identify capital improvement projects and urban design standards to be incorporated into the City's land use code. The rezones proposed to accompany the adoption of the Evergreen Way Revitalization Plan were influenced by this early input, but do not include all of the areas shown as potential rezone areas by the graphics and text of the background report. The City may consider additional rezoning in the future to the E-1 or MUO zones beyond what is shown in the background report, based upon property owner and community preferences.

Overview of Regulatory Recommendations

New Zoning and Rezones. In order to encourage the development of a more intense mix of uses in the BRT station nodes, this plan recommends the establishment of a new

E-1 zone for the entire corridor, and a Mixed Use Overlay (MUO) zone for the BRT station areas. The detailed code provisions that will be implemented as an amendment to the City Zoning Code concurrent with the adoption of the Evergreen Way Revitalization Plan are contained in Appendix 6.

The proposed new zones allow more intensive development than allowed by the existing B-2 and C-1 zoning. Because the E-1 and MUO zones allow taller buildings, impacts to neighboring properties will be mitigated through design standards. A significant difference between the proposed and existing zones is that, generally, *new* auto-oriented uses are not allowed in the MUO zone. The proposed rezones specifically locate the existing major automobile dealerships outside the MUO zone, as auto-oriented businesses are not allowed in the overlay zone. Uses with drive-up windows, gasoline islands, and automotive repair services are not considered to be supportive of mixed use, pedestrian oriented development intended around the BRT stations. Of course, existing legally established uses may remain as non-conforming uses. Everett's regulations also allow for expansion of nonconforming uses, so, for example, if an existing auto dealership is located within the proposed MUO zone, it may expand in accordance with the City's land use regulations.

Perhaps the biggest difference between the proposed new E-1 and MUO zones and the existing zones along Evergreen Way is the package of incentives and guidelines that accompany them. The incentives are discussed in the Implementation section. The proposed standards provide greater development flexibility while achieving livability, development compatibility, and aesthetic goals. The recommended development standards will address a wide variety of community-building objectives including:

- Creating more pleasant, pedestrian friendly street fronts and sidewalks.
- Establishing convenient pedestrian connections into and through large developments.
- Creating a pleasant residential neighborhood setting abutting the corridor.
- Maintaining the privacy and livability of adjacent residences.
- Promoting safety and security.
- Elevating the design and construction quality of new development.

The potential rezone areas are identified in Figures 4 through10. Over time, the boundaries of the MUO zone may be adjusted at the request of property owners. A few areas fronting on Evergreen Way that are the subject of contract rezones or development agreements will not be included in the rezoning to E-1 or MUO, due to the extensive work that went into those zoning decisions (e.g., Claremont Village Shopping Center; 41st Street Safeway), and the binding conditions that apply to those specific sites.

Figure 4

41st Street BRT Station Node - Proposed Zoning

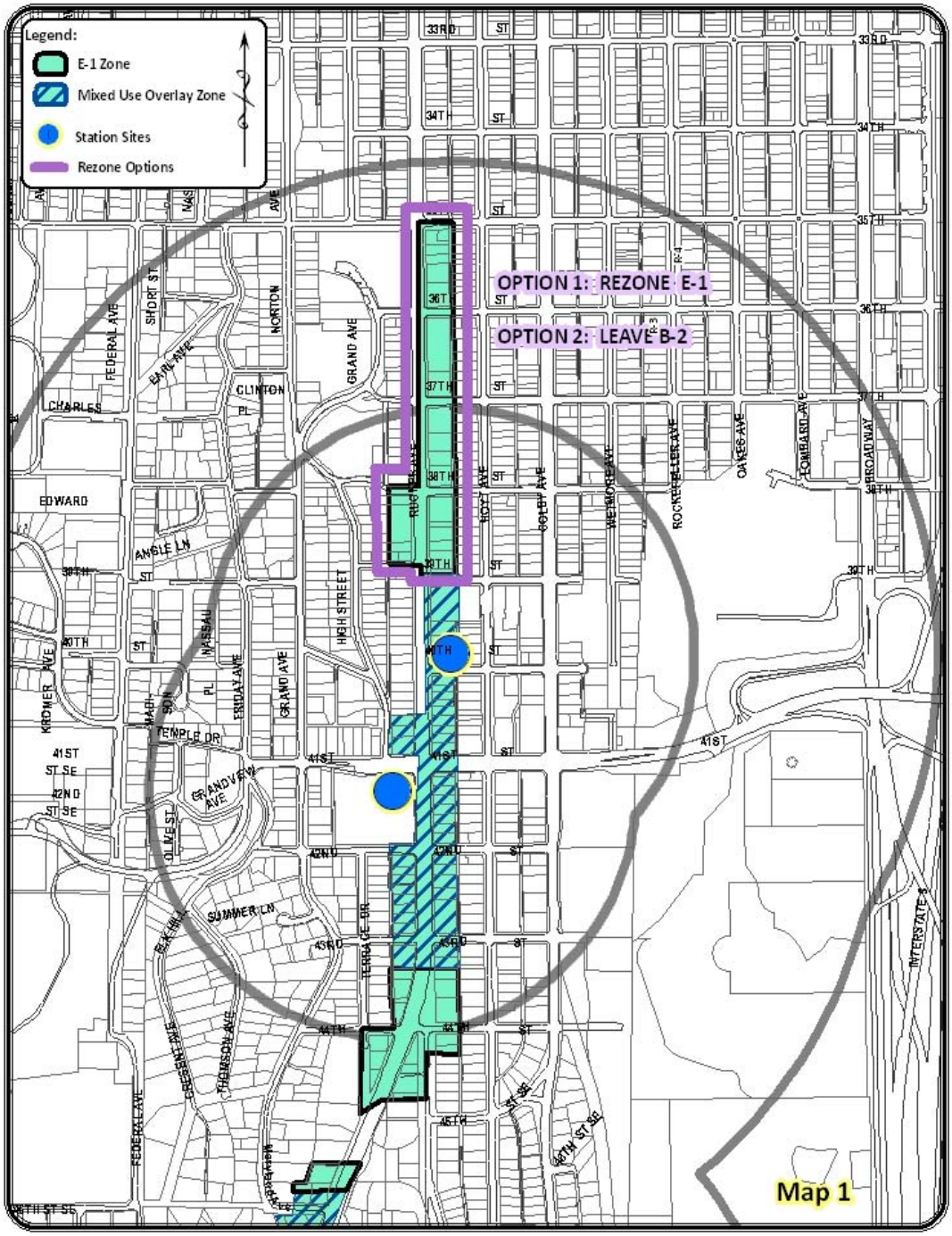


Figure 5

50th Street BRT Station Node - Proposed Zoning

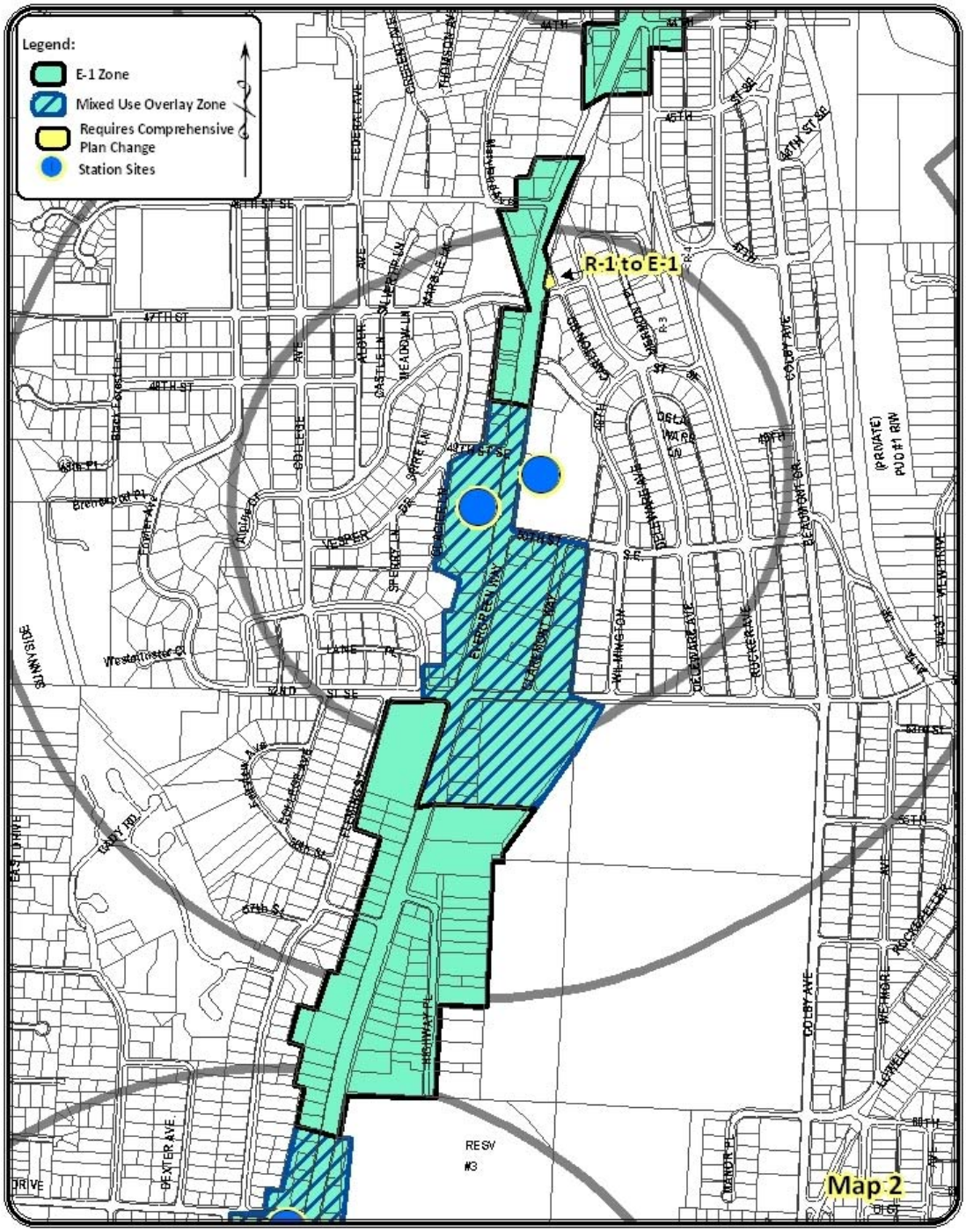


Figure 6

Madison - Pecks BRT Station Node - Proposed Zoning

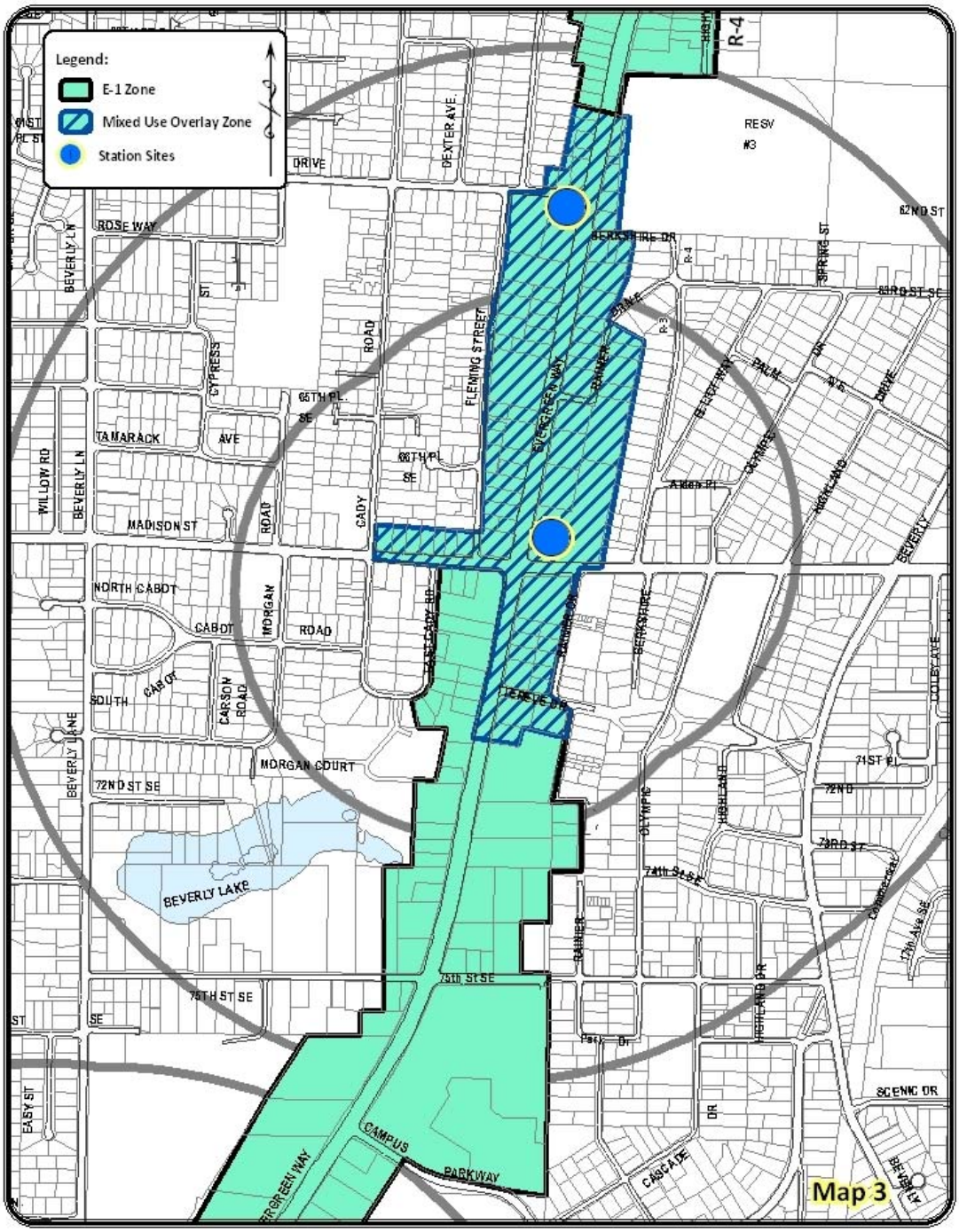


Figure 7

Casino Road BRT Station Node - Proposed Zoning

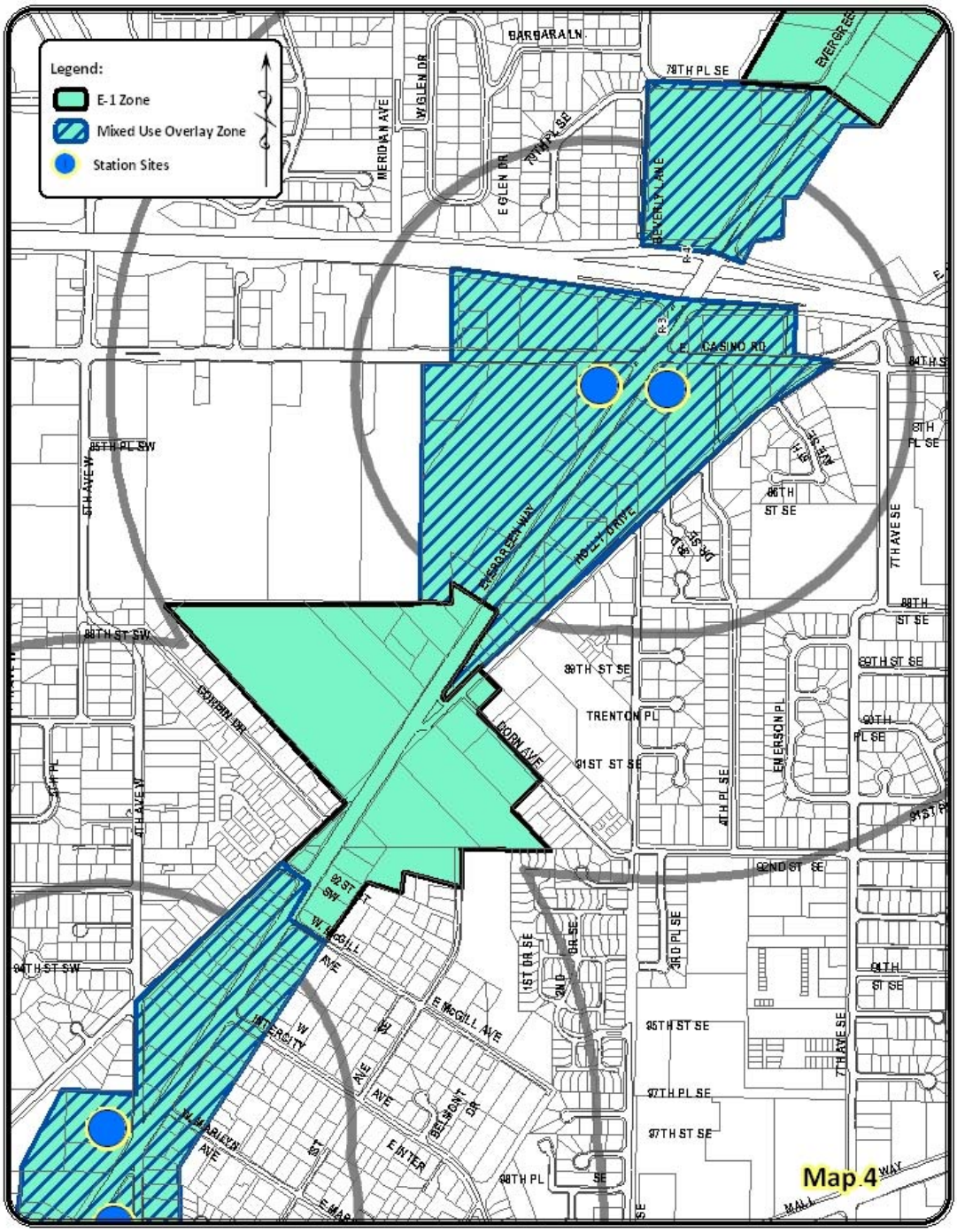


Figure 8

4TH Avenue West BRT Station Node - Proposed Zoning

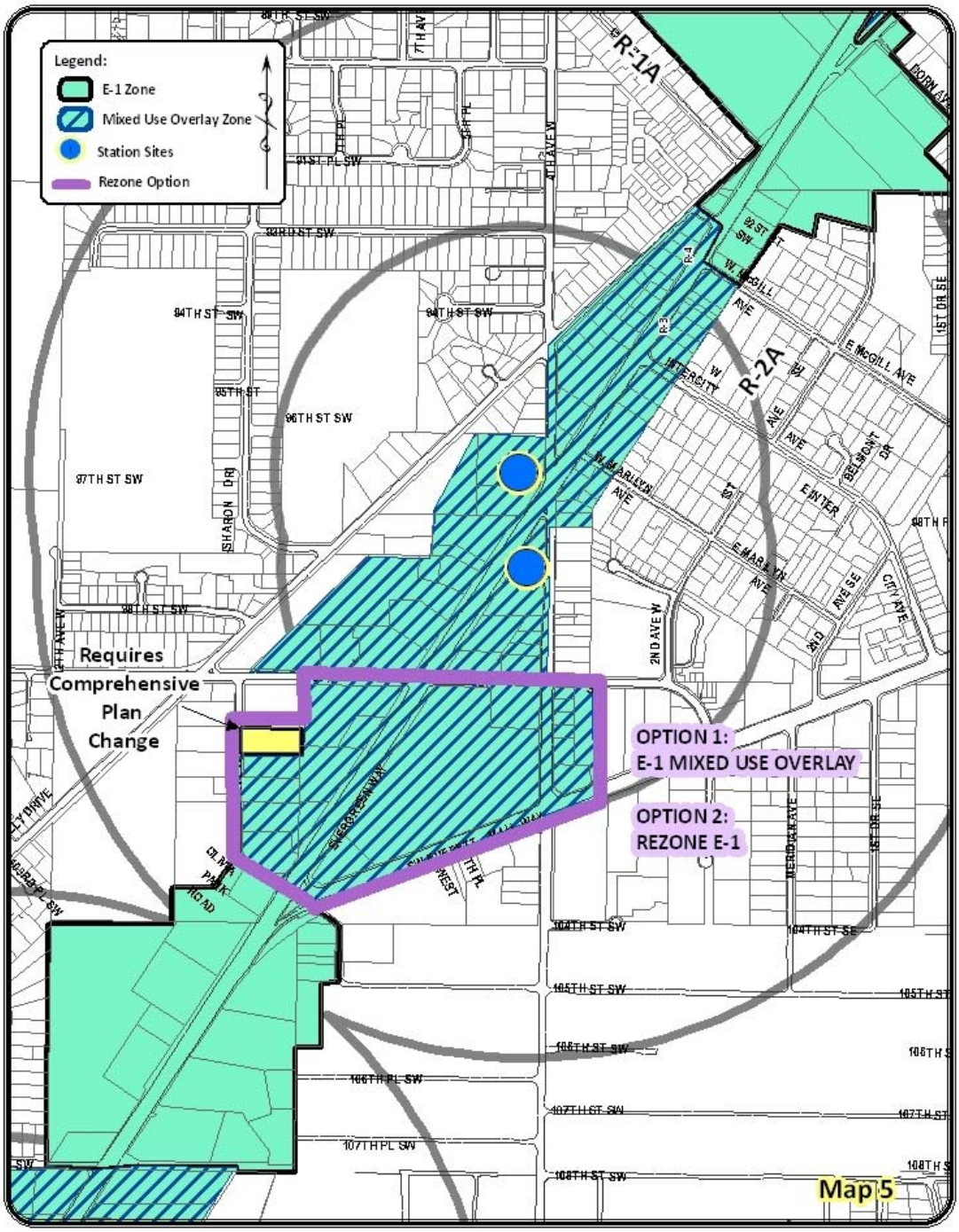


Figure 9

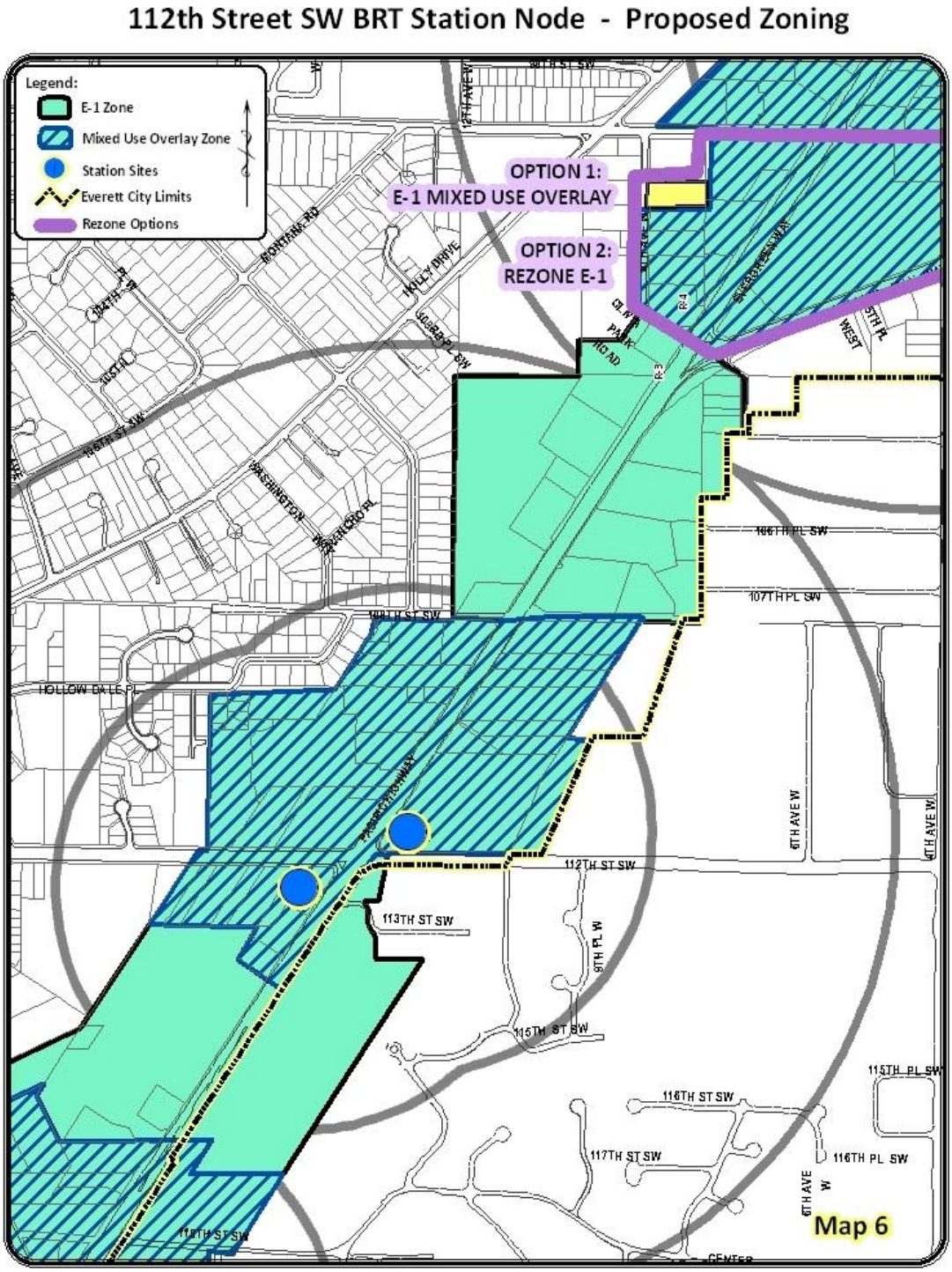
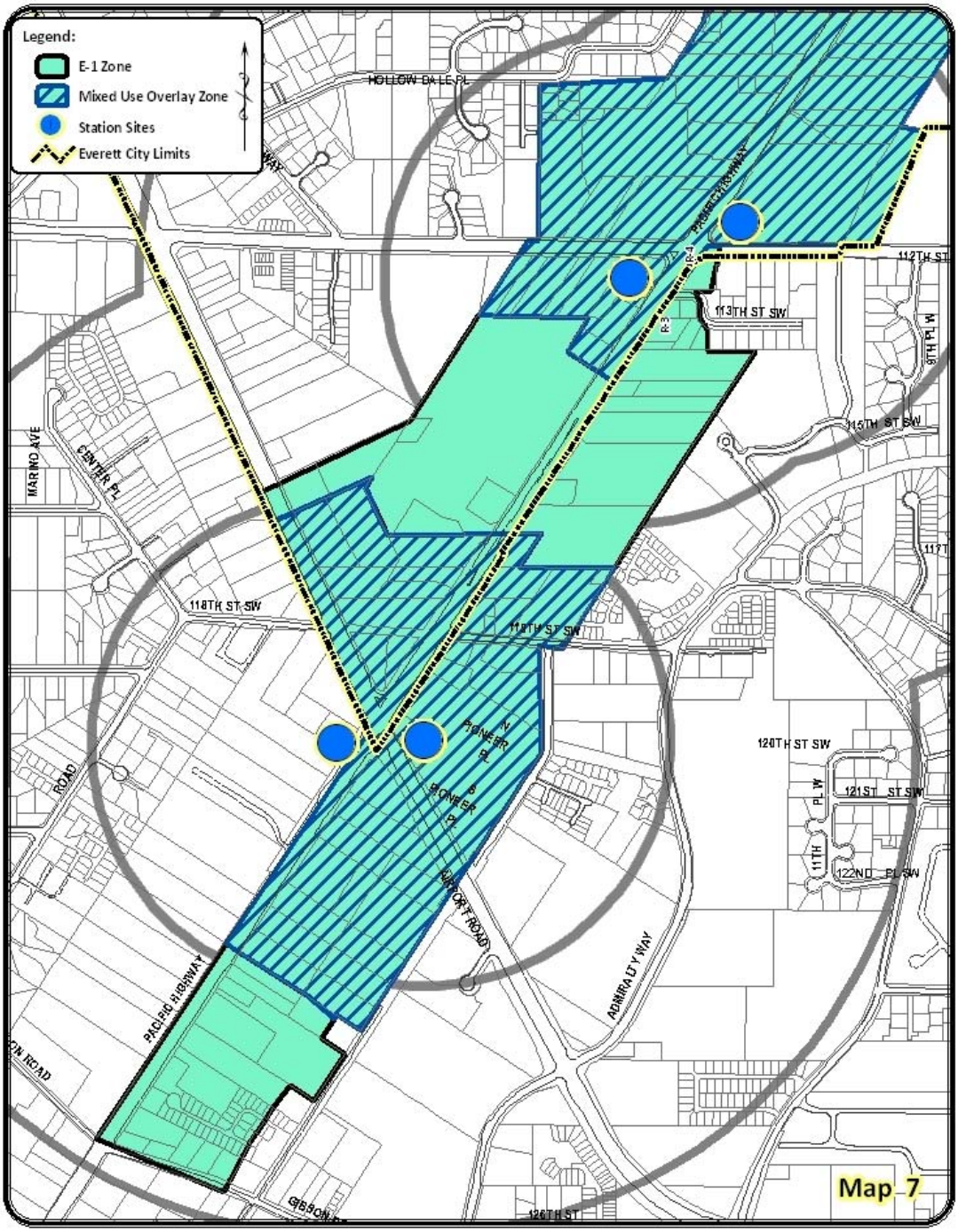


Figure 10

Airport Road BRT Station Node - Proposed Zoning



Overview of Public Improvement Recommendations

The proposed street improvements do not diminish through-traffic on Evergreen Way but are focused on side streets that provide access to transit and services from the neighborhoods and that create a pleasant residential setting for new development. However, wherever possible, actions are recommended to facilitate pedestrian crossing of Evergreen Way near transit stops. In addition to site-specific recommendations, the planning team identified the following general actions that are incorporated in the implementation section.

- Alert neighborhood residents when a street improvement project is planned, and involve key stakeholders in the design during the concept stage.
- Provide better maintenance of the public realm throughout the study area. Consider an “adopt-a-street” program.
- Involve students in community improvement projects, such as stenciling directional signs to SWIFT stations.
- Institute a citywide traffic calming / neighborhood improvement small grant program.
- Reconsider street standards, with greater emphasis on providing a comfortable and attractive pedestrian realm, pedestrian safety, and ADA accessibility.
- Look for opportunities to create new pedestrian connections within station areas to break up blocks and shorten walking distance.
- Consider narrowing inside lanes and widening outside lanes for transit and pedestrian comfort.
- Add signals and mid-block crosswalks where appropriate.
- Improve the visual appearance of the public right-of-way when opportunities arise.
- Where public safety requires the use of access management improvements to control left turn movements, incorporate median landscaping wherever possible rather than C-curbs or jersey barriers.
- Where public improvement projects include changes to street frontage improvements, incorporate wherever possible and appropriate, frontage landscaping to enhance the aesthetics of the public right-of-way.
- The width of sidewalks on Evergreen Way should be increased to 12 feet improve pedestrian use and comfort, and to provide room for a landscape treatment to separate pedestrians from traffic and also enhance the aesthetics of the corridor. The cross section shown on the following page (Figure 11) shows both the existing typical condition within the corridor, and proposed standard. Landscaping and sidewalk improvements shall be provided as shown in Figure 11 through property redevelopment or City-sponsored capital improvement projects.
- Where not required for vehicle turning movements, or where required for access management or safety purposes, the middle lane shall be provided with a landscape treatment, including trees, rather than C-curb or a Jersey barrier, as shown in Figure11. It

must be noted that added annual maintenance costs borne by the City will increase in order to properly maintain median landscaping in a healthy and attractive condition. This plan does not identify additional funds necessary for increased maintenance obligations. As with any capital project the City undertakes, it must also consider the ongoing costs of maintenance, particularly in a challenging work environment (lane closure, flaggers, etc.) like Evergreen Way where traffic volumes are significant and worker safety is the primary concern.

"Median Landscape," to enhance the aesthetics of the corridor.

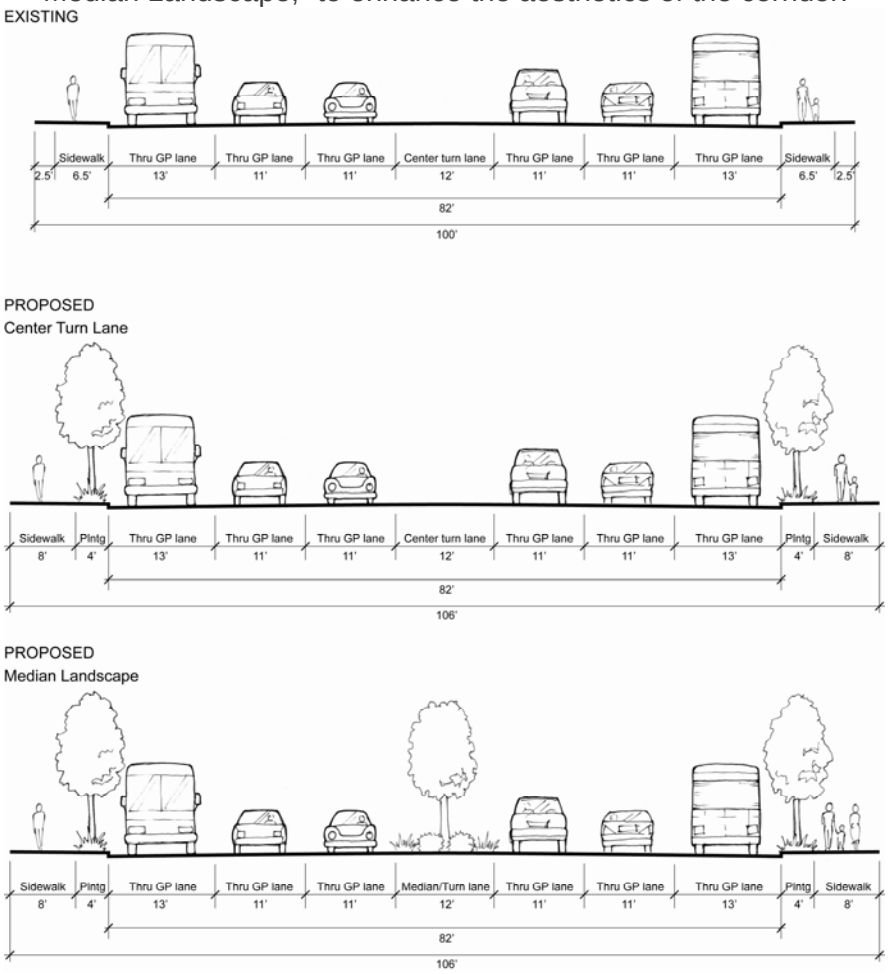
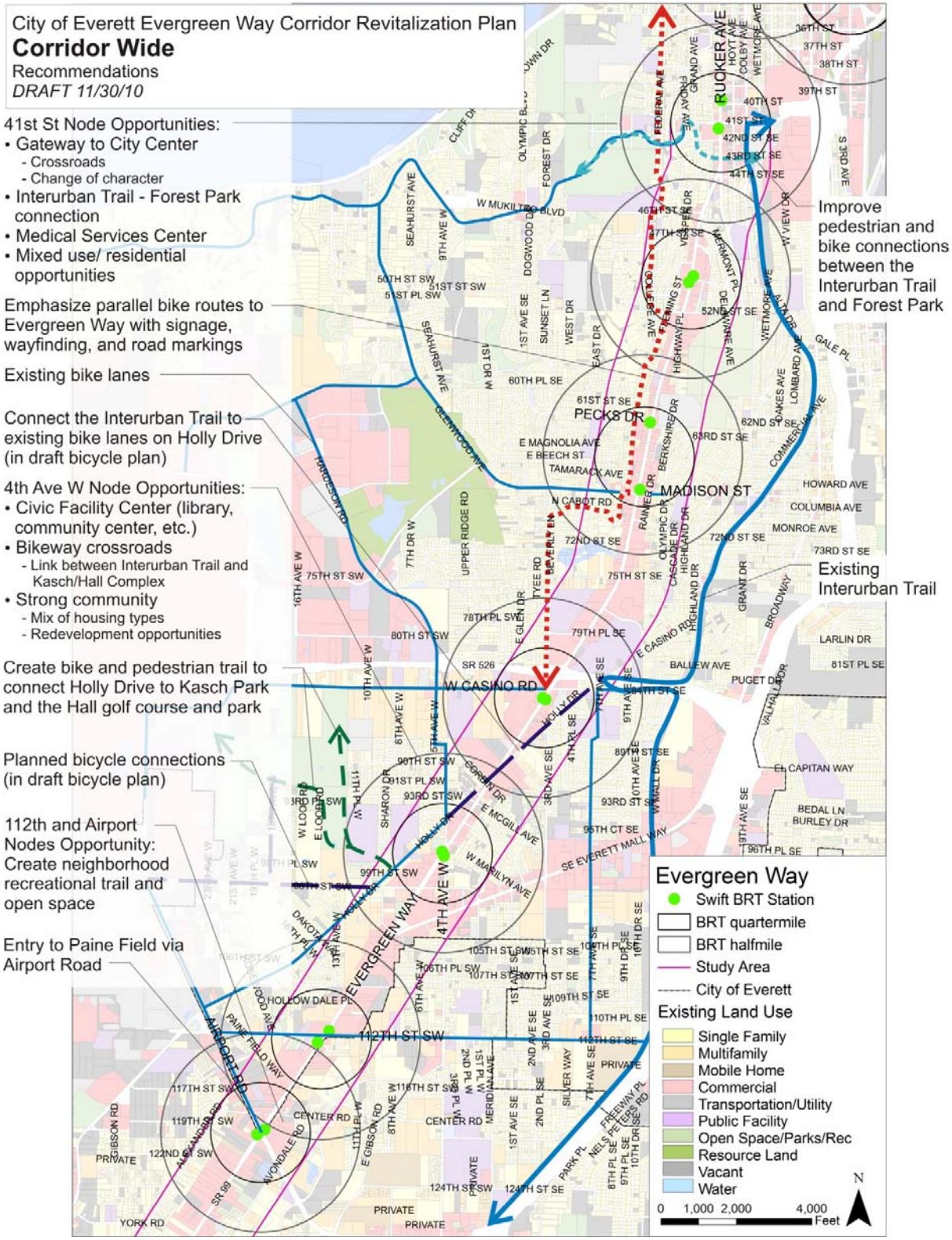


Figure 11

The following graphic (Figure 12) identifies redevelopment strategies and some conceptual capital improvements within and near the Evergreen Way corridor. Capital improvement projects that support the land use strategies of this plan may extend to areas far beyond the areas proposed for rezoning. More detailed review of potential capital improvements, design, costs, benefits and priorities may result in the decision to not build some of the improvements identified in this plan. Other improvements not listed in this plan may also be identified in the future as priority projects to enhance access between the Evergreen Way corridor and surrounding neighborhoods.

Figure 12


City of Everett Evergreen Way Corridor Revitalization Plan
Corridor Wide
Recommendations
DRAFT 11/30/10
41st St Node Opportunities:
• Gateway to City Center
- Crossroads
- Change of character
• Interurban Trail - Forest Park connection
• Medical Services Center
• Mixed use/ residential opportunities
Emphasize parallel bike routes to Evergreen Way with signage, wayfinding, and road markings
Existing bike lanes
Connect the Interurban Trail to existing bike lanes on Holly Drive (in draft bicycle plan)
4th Ave W Node Opportunities:
• Civic Facility Center (library, community center, etc.)
• Bikeway crossroads
- Link between Interurban Trail and Kasch/Hall Complex
• Strong community
- Mix of housing types
- Redevelopment opportunities
Create bike and pedestrian trail to connect Holly Drive to Kasch Park and the Hall golf course and park
Planned bicycle connections (in draft bicycle plan)
112th and Airport Nodes Opportunity: Create neighborhood recreational trail and open space
Entry to Paine Field via Airport Road
Improve pedestrian and bike connections between the Interurban Trail and Forest Park
Existing Interurban Trail
Evergreen Way
Swift BRT Station
BRT quartermile
BRT halfmile
Study Area
City of Everett
Existing Land Use
Single Family
Multifamily
Mobile Home
Commercial
Transportation/Utility
Public Facility
Open Space/Parks/Rec
Resource Land
Vacant
Water
0 1,000 2,000 4,000 Feet
N
RUCKER AVE
PECKS DR
MADISON ST
W CASINO RD
EVERGREEN WAY
4TH AVE W
112TH ST SW
AIRPORT RD

Implementation

The Big Picture—A Comprehensive Strategy

In framing an implementation strategy for the Evergreen Way corridor, it is important to reflect on the project's basic economic development, multi-modal transportation, and community revitalization objectives. Therefore, the implementation strategy can be thought of in terms of three interrelated elements: economic incentives to spur development, neighborhood-scaled improvements to upgrade livability within and near the mixed-use nodes, and transportation improvements to retain Evergreen Way's role as a multi-modal corridor and upgrade local circulation.

The recommended implementation strategy consists of the summarized list of activities on the following pages. In many cases, one activity supports more than one of the three fundamental objectives described above. Table 2 identifies the objective addressed by each of the activities and illustrates how interrelated the various activities are.

Table 2. Implementation Activities

	OBJECTIVE		
ACTIVITY	**Economic Development**	**Neighborhood Livability**	**Transportation Efficiency**
1. Revise Zoning Regulations			
Maximize building capacity	●	●	
Encourage a variety of uses	●	●	
Reduce parking requirements	●	●	
Add standards for livability and quality in nodes	●	●	●
Add standards to upgrade visual quality of entire corridor	●		
2. Provide Incentives			
Make nodes eligible for tax exemption	●		
3. Improve Circulation and Access			
Refine transit service	●	●	●
Implement bicycle plan		●	●
Improve Evergreen Way itself	●	●	●
Improve cross streets and intersections		●	●
4. Add Neighborhood Amenities			
Make pedestrian improvements	●	●	●
Implement bike plan		●	●
Improve streetscapes	●	●	
Upgrade open space	●	●	

1. Revise Zoning Regulations

The City can make regulatory changes that enhance the identity of the area and improve the feasibility of development. Generally, any regulatory change that allows for reduced development costs or improves project income will enhance development feasibility. Many regulatory changes are reflected in new Evergreen Way (E-1) and Mixed Use Overlay (MUO) zoning designations. Important elements of the new zoning designations:

- Allow maximum building capacity practical within Type V (wood frame) construction that the C-1 and B-2 zoning do not.
- Encourage a variety of uses, including residential, local commercial services, schools, community facilities, and offices.
- Reduce required off-street parking to one parking space per dwelling unit in the MUO zoned areas located close to the Swift BRT stations, and 1.5 parking spaces per dwelling unit for E-1 zoned areas.
- Add development standards for the BRT station area nodes (MUO zone) that produce an attractive, active, pedestrian-friendly development.
- Add development standards for the non-BRT node segments of Evergreen Way (E-1 zone) that upgrade the corridor's visual quality and design identity and provide a robust economic setting for a wide variety of commercial uses.

2. Provide Incentives

- Designate nodes (Mixed Use Overlay zones) as eligible area for the City's multifamily property tax exemption program to provide strong incentive for multifamily development. The feasibility analysis indicates that all public redevelopment tools will be needed to attract private investment, and the tax exemption program has proven to be one of the most effective.
- Use of categorical exemptions provided under SEPA for urban infill will reduce the time required to process land use applications. Timely permit processing is very important to the development community.

3. Improve Circulation and Access

Important transportation improvements include:

- Continuing to work with Community Transit and Everett Transit to refine transit service. Facilitate projected Swift BRT improvements. Explore options to improve east-west transit service to key destinations.
- Implementing the City of Everett Bicycle Plan in southwest Everett and giving high priorities to routes connected to transit stops on Evergreen Way.

- Making proposed improvements to Evergreen Way itself. Generally, Evergreen Way's configuration will change over time as properties redevelop, or as the City is able to fund capital improvement projects, but there are some proposed improvements intended to upgrade safety and access.
- Improving cross streets and intersections in the corridor for both pedestrians and vehicles.

4. Add Neighborhood-Oriented Services and Amenities

The City and partner agencies can enhance the desirability of the corridor by investing in transportation and other public improvements. These investments can improve the functionality of the corridor, as well as demonstrate the area's importance in accommodating future population and employment growth. The improvements will be reflected in improved marketability and feasibility of private development and might include:

- Pedestrian and bicycle improvements and connections to enhance the desirability of higher density residential development to provide linkages to surrounding residential areas to support corridor businesses.
- Expanded bike lanes and trails to provide transportation alternatives for employees, residents, and visitors in the corridor.
- Streetscape improvements at selected locations, or through City-sponsored improvement projects as funding becomes available, to make the area more attractive and reinforce the area's identity.
- Expanded public or private community open space and parks, which are important for livability with increased residential density and more multifamily development. The most cost-effective way to accomplish this may be to partner with the school districts to make their grounds more accessible.

Improving Corridor Identity and Character

Most implementation strategies involve a phasing program that identifies which actions should be initiated first and how the others should be scheduled over time. In the case of Evergreen Way, this phasing is not so important. Nearly all of the recommended actions do not depend on other elements and can be initiated as soon as funding is available**. The more important and overriding objective is to change the corridor's identity and character so that it is seen as a positive place to live, run a business, and invest.** And much of that perception depends on the visual quality of the corridor itself.

This plan's emphasis is on zoning standards and public improvements that work together to produce a variety of improved and attractive settings along the whole

corridor. Business and property owners in several of the auto-oriented business segments between the nodes have already taken steps to upgrade their areas. The cluster of auto dealerships just south of Everett Way Mall is an example of such efforts.

Changing perceptions about the BRT station nodes will likely be more difficult because the transformation is more dramatic and many of the new mixed-use development and livability improvements will likely occur on side streets and just off Evergreen Way itself. However, most of the nodes do have a substantial residential population on which to build a more complete neighborhood and support local services. In similar conditions, neighborhood centers have been achieved by small-scale improvements and incremental development over time.

As noted above, the City can participate in shaping an identity for the corridor and its nodes as an emerging neighborhood for people to live, work, and gather. The street improvement and landscaping standards within public right-of-way identified in this plan and in the zoning standards will be implemented either by redevelopment of private property, or by City-sponsored improvement projects if funding can be secured. These efforts can combine with private marketing efforts to build some interest and excitement locally and in the region.

Implementation at Each BRT Node. The detailed recommended actions for each of the BRT station area nodes is contained in the Evergreen Way Plan Background Report (Appendix 5). The City may elect not to initiate all of the improvements or strategies suggested in the report.