



Living in Metro Everett

Metro Everett is home to nearly 7,000 people. Nearly 40% of the people living here are part of the millennial generation. Almost half the households have incomes less than \$30,000 per year; conversely, over a third have an income more than \$60,000 per year. For lower-income persons, finding affordable housing is a challenge; a studio rents for around \$1,000 per month, requiring an annual salary of nearly \$40,000 to afford.

Nearly 20% of the workforce that lives in Metro Everett commutes more than 45 minutes to their job, indicating that the area attracts people that might enjoy living in Everett for various reasons. As the city center, the area has a wide variety of access to retail, services, parks, and all forms of transportation.

Existing Plans, Visions and Goals for Living in Metro Everett

Metro Everett is envisioned to become a dynamic, multifaceted metropolitan center that encourages quality, high-density residential development and will be the focus of commercial, civic and cultural activities in Snohomish County. It will have a greater concentration of retail, office, civic, cultural, entertainment, and housing uses in a pedestrian-oriented environment, and will be connected with convenient transit, bicycle and vehicle access to surrounding neighborhoods, from the waterfront to the riverfront. Land uses will build on existing downtown amenities and attractions and take advantage of good transit access, topography, and views.

- **Source:** *Everett Downtown Plan, July 2006*

Metro Everett will have a lively atmosphere on weekends and in the evenings, as people come from surrounding communities to enjoy the arts, entertainment, cultural offerings, dining and shopping opportunities year round. The growing cultural arts scene will flourish and bolster Metro Everett's image as a desirable place to live, visit, conduct business, shop and enjoy a wide variety of attractions. Historic buildings will have been preserved and rehabilitated and new buildings will have quality designs and materials.

- **Source:** *Everett Downtown Historic Preservation Plan, March 2011*

The area around the Everett Station will continue to evolve as an employment center. Transit oriented mixed-use mid-rise buildings of an industrial character will contain multiple family residential uses on upper floors, and restaurants and business services on the ground level. Views of the Station will be preserved from Broadway down the 32nd Street corridor, while the streets and sidewalks will be improved to be considerably more attractive, well-lighted, and landscaped.

- **Source:** *Everett Station Area Plan, Revised October 2015*

Existing Strategies to Implement Vision for Living in Metro Everett

Everett’s Comprehensive Plan, Downtown Plan and Everett Station Area Plan dedicate a significant amount of focus to policies and implementation measures specific to Living in Metro Everett. These measures focus on the following areas, many of which transcend other topics, such as Working in Metro Everett:

- ✓ **Incentives** – providing incentives to encourage development that includes higher density, strategically located near transit, and provides amenities.
- ✓ **Physical Improvements** – numerous strategies to improve public spaces and private property are included in the plan. Strategies include improving pedestrian and vehicular connections between public places and landmarks, streetscape improvements (e.g. street trees, benches, waste receptacles, transit shelters), building maintenance (including historic building restoration), improvement of wayfinding signs, and creation of “people places”.
- ✓ **Events and Activities** – One of the benefits of living in Metro Everett includes easy access to community events. Promotion of events and cultural activities are emphasized in the Economic Development element, along with promotion of other community assets, both buildings and outdoors.
- ✓ **Monitoring and Reporting** – Recognizing that not all information is known when plans are written, there are strategies identified that call for monitoring and reporting for further action. Expansion of the Downtown Business Improvement District, update of the downtown parking management study, monitoring the effectiveness of design standards, signs, and establishment of a “Main Street” type program for downtown.

Emerging Strategies and Priorities

- What are the priorities and timeline for these strategies?
- What strategies might be missing from the existing plans?

Strategy	Priority			Time Frame			
	High	Medium	Low	0 – 2 years	2 – 6 years	6 – 10 years	10+ years



Working in Metro Everett

Everett has several advantages upon which it can capitalize to promote further growth, such as an excellent water supply and transportation system, an international seaport, a large inventory of industrial land area to provide space for new industry, and a large supply of underdeveloped land zoned for higher density commercial, residential, or mixed use. Everett has a skilled and educated labor supply.

The Downtown has emerged as a major redevelopment area with new market rate housing, an updated and expanded library, community theater, the Xfinity Events Center and community ice arena, a renovated historic theater, a Children's Museum, rehabilitated and new multi-story buildings containing office, hotel, retail, and residential uses. The area on both sides of I-5 from the Snohomish River to businesses on Broadway and from 41st to Everett Avenue has a mix ranging from hotel to warehouse to the City's public works facility and transit maintenance center, to retail and office use. In addition to three major arterials connecting to I-5, the area is served by rail.

Existing Plans, Visions and Goals for Working in Metro Everett

The city's periodic visioning exercises have always identified the need for continued diversification of the economy. Promote economic diversity in order to enhance the economic health of the community. Provide a strategy that increases access to family wage jobs for Everett's citizens and revenue for the City.

- **Source:** *Everett Comprehensive Plan*

More shops and restaurants and a wider diversity of technical, office and service positions were identified as the most important need. This would be accomplished by fostering residential neighborhoods, requiring commercial uses on ground floor of new development on key downtown streets, and upgrading streetscapes.

- **Source:** *Everett Downtown Plan*

New and rehabilitated buildings will house a range of businesses that are highly accessible, due to the proximity to the freeway and public transportation in the Everett Station Area. A synergy between downtown and the station area will emerge as major activities are booked into the Xfinity Events Center and people realize that the station and its available parking offer easy access. With additional people living in Metro Everett and coming into downtown, restaurants, shops and services will flourish and hours of operation will be broadened into the evenings.

- **Source:** *Everett Station Area Plan*

Existing Strategies to Implement Vision for Working in Metro Everett

Economic development plays a strong role in the various City plans. The strategies focus on the following areas:

- ✓ **Economic Health and Diversity** – Metro Everett has seen growth of multiple family apartments and hotels with the addition of the Hampton Inn and Marriot Garden Court. A wide variety of small businesses providing retail and professional services to support tourism and these new urban residents should be encouraged to locate and grow in Metro Everett.
- ✓ **Community Image** – A positive image serves as a strong economic development and marketing tool. From I-5, the view is active, but lacks in "curb appeal." To some extent, this image takes away from the belief that Everett is an attractive community with quality neighborhoods, an historic downtown core, and beautiful views of water and mountains.
- ✓ **Meeting Growth and Development Needs** – Increasing opportunities for infill development, adaptive re-use of structures and redevelopment of properties for new businesses with the gentrification of Metro Everett.
- ✓ **Human Resources** – Many firms rank an adequate amount and quality of labor supply as an important characteristic for choosing a community or remaining in a community. Availability of post-secondary training that can be tailored to a particular employers’ or industry needs is important for location decisions. Continuing education classes also help maintain current work force skill levels. To attract business and employees, the area should have a good supply of reasonably priced housing close to employment centers, supported by an effective transportation system and good schools.

Emerging Strategies and Priorities

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Visiting Metro Everett

Metro Everett is not only home to nearly 7,000 people and even more people working here, but it is also the destination for many people visiting the city. Approximately 100 restaurants, a children's museum, Schack art center, performing arts center, conference and activity center are permanent attractions to Metro Everett. In addition, the area hosts multiple community festivals and programs, including the 4th of July Parade, Street Tunes, Word on the Street, Music in the Park, and Cruzin' to Colby.

The events and activities that bring people into Metro Everett can also make it a more attractive place to live and work.

Existing Plans, Visions and Goals for Visiting Metro Everett

Creating a clean, safe and active environment in downtown results in a place in which visitors return often. A growing cultural arts scene bolsters the image that downtown is a desirable place to living, visit, conduct business, shop and enjoy a wide variety of attractions. Creating regional attractions, such as the Events Center, library, Performing Arts Center, Historic Everett Theater and Children's Museum give visitors plenty of reasons to come downtown. Development of Everett Station and the North Marina will ultimately bring visitors close to downtown. Safety and security – both real and perceived – are critical to revitalizing a downtown.

- **Source:** *Everett Downtown Plan, July 2006*

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- **Source:** *Everett Downtown Historic Preservation Plan, March 2011*

Recreation, improved transportation choices, cultural activities and maintenance of the city's attractive environment are encouraged to be provided for both visitors and citizens.

- **Source:** *Everett Comprehensive Plan, 2015*

Over time, the Everett Station Area is seen as an area which will transform into a multimodal transportation center. It will become a gateway into Downtown Everett and the Port of Everett for commuters and visitors. To achieve this vision, the plan indicated it was critical to improve the aesthetics of the area to provide a positive image.

- **Source:** *Everett Station Area Plan, Revised October 2015*

Existing Strategies to Implement Vision for Visiting Metro Everett

Everett’s Downtown Plan recognizes the central role that the downtown plays as a regional attraction. While less specific, the city’s Comprehensive Plan and Everett Station Area Plan also identify strategies to implement the vision:

- ✓ **Parking** – Managing existing parking (on- and off-street) is identified as a critical strategy. This strategy is integrated with other transportation options, such as biking, walking and public transit.
- ✓ **Public Safety** – Four principal means to address safety and security objectives were identified: greater on-street activity and habitation; new development and civic improvements; cooperation between departments, especially Policy, and the downtown residential and business community; and maintenance of a clean, attractive, and well-kept setting.
- ✓ **Attractive Place** – Improving streetscapes with additional landscaping and pedestrian amenities, redevelopment of unsightly parcels, and development of small parks and/or plazas with plants and landscaping are identified.

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Getting Around in Metro Everett

Metro Everett includes multiple modes of transportation, including a notable public transportation hub – Everett Station. Public transit service in Metro Everett is provided by Everett Transit, Community Transit, and Sound Transit. Commuter rail to Everett is provided by Amtrak and Sound Transit (Sounder). Sound Transit has developed a Sound Transit 3 (ST3) plan (<http://soundtransit3.org/>) that would extend light rail to Everett. The metro area also includes a vast network of pedestrian facilities and an emerging network of bicycle facilities.

Everett is a key regional player in the movement of goods. Metro Everett includes freight routes with destinations including the port, Everett Station and downtown. Significant east-west freight movement takes place along Everett and Pacific Avenues, and north-south movement occurs along Rucker Avenue (to Marine View Drive), Broadway Avenue and Maple Street. Rail freight also moves through Metro Everett, but it takes place at grade-separated crossings or within a tunnel through downtown.

Existing Plans, Visions and Goals for Getting Around in Metro Everett

Metro Everett serves as a commuter hub for people that live within the area, as well as others that travel to Everett Station to catch a commuter transportation option (bus or commuter rail). The Comprehensive Plan sets targets to shift mode of travel from driving alone to transit, walking or biking. This mode shift would happen through expansion of multi-modal connections, provision of quality facilities, linking transportation to land use, working in partnership with the regional transportation system and making careful transit investment decisions.

- **Source:** *Everett Comprehensive Plan, 2015*

The Downtown Plan set even higher targets of mode shift away from driving alone – as much as a 50 percent increase. Continued improvements for pedestrian crossings in downtown were envisioned, plus appropriate placement of street furniture and pedestrian amenities to improve the pedestrian experience. Finding a better balance of travel modes would be achieved by investing more resources in non-vehicular routes. The plan also envisioned a better connection from Rucker Avenue south to Pacific to West Marine View Drive to accommodate heavy truck volumes and movements. The Downtown Plan recognized the need to carefully study, plan and manage downtown parking.

- **Source:** *Everett Downtown Plan, 2006*

The Everett Station Area envisions an evolution and enhancement as an employment center. The access to I-5, public transit and other modes of travel enhances the area as a significant neighborhood within Metro Everett. The plan sets a vision for managing the area to complement the Everett Event Center and downtown by managing traffic access and parking, and creating safe and convenient bicycle and pedestrian connections. Everett Station is seen as a gateway to downtown and the port for commuters and visitors, as well as a connecting area to the Riverfront redevelopment area.

- **Source:** *Everett Station Area Plan, Updated 2015*

Existing Strategies to Implement Vision for Getting Around in Metro Everett

Transportation plays a key role in implementing the vision for Metro Everett. Making significant changes in the modes of travel requires management and physical strategies which are outlined in city plans. New strategies to integrate light rail are also needed if the ST3 plan moves forward this fall.

- ✓ **Transportation Demand Management (TDM)** – A downtown transportation management association (TMA) was suggested to be planned and implemented to encourage people to use alternate modes of travel.
- ✓ **Vehicle Parking** – Strategies to manage on-street, surface parking and parking structures are included in the Downtown Plan. These strategies include elimination or reduction of off-street parking requirements.
- ✓ **Physical Improvements** – Improvements to all forms of travel are recommended, including the addition of new bicycle routes and lanes, pedestrian connections, transit shelters, and plans for light rail. To address the freight movement to the port, redesign of Rucker Avenue south of Pacific Avenue to West Marine View Drive was identified as a needed measure. Streetscape improvements are identified to improve the aesthetic and visual connection of the area.

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Urban Design in Metro Everett

The built environment of Metro Everett spans over 650 acres and is diverse in architectural style and sense of place. The Metro Everett area was the birthplace of the City and with the rise of local industrialism saw many fine buildings constructed that still influence the built fabric today. Over the course of the 20th century, the domination of the lumber-shingle-paper industry slowly disappeared, yet the downtown area still acts as the financial, governmental, and cultural center for both the City and Snohomish County, exemplified in modern architectural building archetypes.

The growth in population and employment over the decades has built out most of the raw land, and increased demands for housing has transformed areas once full of single family detached homes into midrise, mixed-use buildings. The lack of a central park for the Metro area has created greater demand for open space. And reliance on single occupancy vehicles as the primary mode of travel and the subsequent strain on the transportation infrastructure has created increased interest in multi-modal means of travel, and developing complete streets which can activate and engage citizens.

Existing Plans, Visions and Goals for Urban Design in Metro Everett

The Everett Station Area is transforming into a multimodal transportation center and will become a key center of transit oriented development in the City. Most commercial and industrial buildings are expected to continue to be 1-3 stories tall with an occasional new building containing 4-5 stories. Transit oriented mixed use buildings containing restaurants and business services on the ground level and multiple-family residential uses on the upper floors could be higher than 5 stories.

- **Source:** *Everett Station Area Plan, Revised October 2015*

Everett's City Center is envisioned to become a compact, unique and attractive urban center. It is home to quality high-density housing and historic buildings. Downtown is a pedestrian friendly, active neighborhood where pedestrians are prioritized over the automobile, and businesses, residents, employees, institutions and property owners have created a clean, safe and active environment to which visitors return often. People enjoy tremendous views from buildings, streets and public spaces. Streetscape and public open space improvements have dramatically transformed many parts of the city center by stimulating private sector investment.

- **Source:** *Everett Downtown Plan, July 2006*

New commercial and high density residential development and historic preservation can be mutually supportive. Residential development creates a demand for services downtown, which in turn encourages business tenants for historic buildings, which in turn create a richness of downtown character that attracts residential tenants. Preserving historic buildings saves energy and resources, and is one of the most important sustainable-growth tools available.

- **Source:** *Everett Downtown Historic Preservation Plan, March 2011*

Existing Strategies to Implement Vision for Urban Design in Metro Everett

Policies and implementation measures specific to Urban Design in Metro Everett included in existing City plans focus on the following areas:

- ✓ **Design Guidelines and Standards and Code Regulations** – The City has adopted design standards for the downtown as a whole; however, these should be reviewed in conjunction with historic district designations to ensure that specific character-defining features of buildings/streetscape in the districts are carefully culled out and adequately addressed in standards.
- ✓ **Preservation Education and Outreach** – Create a tool kit of educational and outreach materials. Some tools can be developed and implemented in partnership with Historic Everett, Snohomish County, other Certified Local Governments in the region, and the Downtown Everett Association.
- ✓ **Enhance and interpret historic buildings/character** – Develop an Interpretation Plan in cooperation with the Downtown Everett Association and Historic Everett, including a schedule, costs, and agency/organization roles.

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