

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
February 15, 2012

The Citizens Economic Development Committee meeting was called to order at 6:00 p.m. by Vice Chair Stacy Gardea in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Bruce Faires
Stacy Gardea, Vice Chair
Don Hall
Darrol Haug
Beatrice O'Rourke
Evan Pierce
Rich Senderoff
Kerry St. Clair Ayers
Evelyn Wellington
Bruce Witenberg
Marianne Zagorski

COMMISSIONERS ABSENT

Paul Anderson
Tim Crosby
Mary Monfort
David Schaefer
Rebecca Wolfe

PLANNING BOARD LIAISON

Kristiana Johnson

ELECTED OFFICIALS PRESENT

Councilmember Joan Bloom

STAFF PRESENT

Stephen Clifton, Community Services/Economic
Development Director
Cindi Cruz, Executive Assistant
Rob Chave, Planning Manager
Frances Chapin, Cultural Services Manager

PUBLIC PRESENT

Phil Lovell
Ron Wambolt
Roger Hertrich
Darlene Stern

1. **INTRODUCTION AND COMMENTS –NONE**
2. **AMENDMENTS TO AGENDA – NONE**
3. **APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF NOVEMBER 16, 2011**

The minutes of November 16, 2011 were unanimously approved as written.

4. **CONTINUANCE OF EDC UPDATE**

Community Services/Economic Development Director Stephen Clifton reported the City Council extended the EDC's sunset date until April 29, 2012. The Council will discuss extending the sunset date further at a future Council meeting. If the sunset date is extended further, the Council will solicit applications for membership on the EDC and then Councilmembers and the Mayor will make appointments.

5. **REPORTS FROM SUBGROUPS**

a. Land Use Updates

i. Draft Westgate Form-based Code

Planning Manager Rob Chave introduced **Jill Sterrett, Urban Design and Planning Department Faculty**, and **Nancy Rottle, Landscape Architecture Department Faculty, University of Washington**.

Mr. Clifton recalled that following the EDC's last discussion regarding the UW Study, Mr. Chave presented two proposed concepts, one for Five Corners and another for Westgate, to the City Council who authorized staff to work on form-based code. Tonight, the UW representatives will present a proposed plan and form-based code for Westgate. The process will be to present the draft form-based code to the EDC first, take input from the EDC and revise the form-based code as necessary before presenting it to the Planning Board. The form-based code for Five Corners will have a similar template but is awaiting further discussion regarding the roundabout to avoid mixing land use and transportation issues.

Ms. Sterritt and Ms. Rottle reviewed the background on the study:

- Phase 1: Research and data analysis
 - Online citizen survey
 - Site surveys of land uses and amenities
 - Parking counts
 - Walking distance and conditions study
 - Maps of study results
 - Analysis of user friendliness
 - Research on exemplary commercial centers in PNW
 - Coordination with Cascade Land Conservancy
- Phase 2: Listening and Audience Response Surveys
 - Listening sessions
 - Audience response survey
 - Synthesis of survey results
 - Form-based code case studies
- Phase 3: Design Workshop and Draft Plans
 - Public design workshop with local professionals
 - Review of what we heard from the public
 - Draft site design: life, space, buildings
 - 3 teams Westgate
 - Drawings of Westgate and Five Corners using information provided
 - Summary of topics for Westgate and Five Corners (building scale, public space, walking/biking, traffic, services, amenities)
- Phase 4: Refining and Selecting Preferred Alternative – Westgate
 - Illustrative building massing drawing
 - Illustrative plan
 - Comparison of existing development (retail, office, services and residential) and potential development (retail (new and retained), office, B&B, live/work and residential)

Ms. Sterrett reviewed the contents of the plan/form-based code:

1. Introduction
2. The regulating framework
3. Building types and standards
4. Civic investment: streetscape and public space standards
5. Private investment: amenity spaces and green features standards
6. Administration and implementation standards
7. Recommendations

Ms. Sterrett reviewed the intent and goals in the plan:

1. Creating mixed use walkable, compact development that is economically viable, attractive and community-friendly.
2. Improving connections for pedestrian and bicycle users
3. Prioritizing amenity spaces for informal and organized gatherings.
4. Emphasizing green building construction, stormwater infiltration, and a variety of green features.
5. Establishing a flexible regulating system that creates quality public spaces by regulating building placement and form.
6. Ensuring civic and private investments contribute to increased infrastructure capacity and benefit the surrounding neighborhoods and the community.
7. Encouraging the development of a variety of housing choices available to residents of all economic and age segments.

Ms. Sterrett reviewed the regulating framework:

1. Amenity spaces and green features
2. Required building lines
3. Street types
4. Building types
5. Frontage types

Ms. Rottle reviewed amenity spaces and green feature types for common areas, amenity space (15% per lot), street trees and parking lot trees and retention of trees on surrounding slopes, stormwater management through landscape features.

Ms. Sterrett explained the plan also establishes required building lines which are intended to pull buildings to the street; the required distance varies by street. She reviewed street scape standards for 100th Avenue West, SR 104, and the internal circulation drive. She explained rather than controlling land use by zone, form-based code identifies building types which encourages development to occur because different uses can be mixed within a single building. The regulating framework identifies where the different building types could be located. Building types include:

1. Rowhouse (townhome apartments or condominiums)
2. Live work (townhome apartments or condominiums)
3. Courtyard residential (apartment or condominium flats)
4. Side court (office only, retail mixed use with office or residential above, or community service mixed use with office or residential above)
5. Commercial block (retail only, office only, retail mixed use with office or residential above, or community service mixed use with office or residential above)

Ms. Sterrett identified height bonus locations and reviewed the height bonus criteria related to housing unit size, green building program, green factor, amenity space, alternate transportation,. One story bonus (from three stories to four) requires eight points from the various categories; two stories (from three stories to five) requires twelve points.

Ms. Rottle described Green Features Standards, a program whereby the applicant/landscape professional, a) tracks quantities on score sheet and submits with plans, and b) certifies that plan meets or exceeds minimum requirements. Green Features Standards is:

1. Based on successful Seattle Green Factor for commercial and multi-family zones
2. Flexible system to address ecological and livability functions
3. Developer achieves score by implementing green elements; minimum score- .30 of lot size
4. Each development project must earn a score of 23

5. Points can be earned for requirements such as meeting stormwater code, features such as permeable paving, trees, rainwater irrigation in required setbacks and amenity spaces. Points can also be earned for soil depth in landscaped areas, tree canopy, shrubs and ground covers, bioretention facilities, green roofs, permeable paving, water features, green walls, drought tolerant/native plants, features visible from public spaces.

Ms. Rottle reviewed elements such as green roofs and provided a green factor example. Ms. Sterrett reviewed the administration and implementation of the height bonus:

| Proposed Development | Review Process |
|----------------------|---|
| 1-3 stories | Administrative review |
| 4 stories | Administrative review + bonus score sheet |
| 5 stories | Administrative review + bonus score sheet + design review |

Ms. Sterrett described the review schedule:

- Next few months: Planning Board to review and refine plan/form-based code
- Fall: Public meeting(s)
- Yearend: City Council decision

During the presentation, discussion occurred regarding modeling of other potential development options, mechanism to control what development occurs; evolution of the number of residences due to guidance from the EDC to provide smaller, easily affordable residences for young people; types of uses that attract young adults; intended character of the internal circulation drive; the difference between streetscape standards on SR 104 and 100th Avenue West; compatibility between the right-of-way and on private property; recent Council adoption of setbacks in the Westgate BN zone; controlling the mix of uses; timing of build-out; property ownership within Westgate; incentives via height bonuses to provide housing; allowing flexibility while capturing the market; requirements for minimum height and points to achieve additional stories; additional budget required for market evaluation to test plan; apartments versus condominiums, attracting young professionals; changes in the real estate market, and what might be developed in Westgate today if form base code existed now.

Following the presentation, discussion continued regarding the intent of the illustrative plan to show what may occur over a 10-20 year timeframe, options for retaining existing businesses or redevelopment, staff's presentation at the Council retreat regarding a code rewrite, plans for a joint meeting with the Council and Planning Board to discuss the code rewrite and form-based code, involving the public, concern the proposed incentives may not be the right ones to attract desirable development, a workshop with the Council as a way to build rapport between the Council and EDC, and the cost of an economic study to evaluate the plan.

Commission/staff suggestions included:

- Ensuring the plan reflect the intent to attract younger people
- Scheduling a presentation to Council to illustrate the concept of form-based code and development agreements to educate the Council and the public
- Scheduling a public meeting with Westgate residents and businesses to review the plan
- Involving the Planning Board and EDC in presentations to Council regarding form-based code and development agreements
- Adopting the plan with a built-in review period
- Inviting input on the plan from the development community and current property owners

ii. Proposed Code Amendments to Downtown Business (BD) Zones

b. Strategic Planning and Visioning Update

Mr. Clifton reported the EDC/Planning Board/City Council Retreat #3 is scheduled on February 28 at 6:30 p.m. in City Council Chambers. To date, 585 individuals have completed the adult surveys.

c. Technology Update on Fiber and Website

Commissioner Darrol Haug reported revenue from the fiber optics network is better than anticipated. The Edmonds Center for the Arts is now connected which allows renters to do live broadcasts of their performances, corporate users to broadcast to branch offices, etc. The Citizens Technology Advisory Committee and staff are targeting other public facilities. He provided highlights of two new customers who will be announced at a later date who are delighted with the capacity and speed of the fiber connection. He displayed a fiber strand and described the capacity.

Mr. Clifton reported Meeting Planner International is meeting in Edmonds this spring to learn about Edmonds. For that reason, there is interest in connecting to fiber the Library Plaza Room, Yacht Club, Edmonds Conference Center, City Hall and other buildings that could be utilized for meeting purposes.

d. Tourism

Mr. Clifton reported Mayor Earling, Parks & Recreation Director Carrie Hite, Public Works Director Phil Williams and he visited Senate and House Representatives today seeking funding for projects, including soccer fields at the old Woodway High School that could be used for tournaments.

e. Communications

Planning Board Member Kristiana Johnson reported the Planning Board is completing the Shoreline Master Program update. A community meeting regarding the plan will be held in the spring. Upcoming issues include mobile vending units and bed and breakfasts.

6. POSSIBLE INITIATIVES (HWY 99 TRANSIT ORIENTED DEVELOPMENT (TOD) NODES, DOWNTOWN WATERFRONT ACTIVITY CENTER

This item was postponed until the next meeting.

7. CITY WEBSITE (EdmondsWA.gov)

Mr. Clifton reported there have been a lot of positive comments regarding the website, the primary complaint is how slow it is. CIO Carl Nelson made some changes recently which have improved the speed. The City's old website now refers users to the new website. In the future, staff email addresses will also be changed to EdmondsWA.gov.

8. PRIORITIZATION OF FUTURE AGENDA TOPICS - None

9. MISCELLANEOUS – None

10. AUDIENCE COMMENTS

Ron Wambolt, Edmonds, commented on interest in expanding the QFC store.

11. ADJOURN

With no further business, the meeting was adjourned at 7:56 p.m.