

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
July 17, 2013

The Citizens Economic Development Committee meeting was called to order at 6:03 p.m. by Chair Evan Pierce in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Evan Pierce, Chair
Bruce Witenberg, Vice Chair
John Dewhirst
Kevin Garrett
Roger Hertrich
Debbie Matteson
Nathan Proudfoot (arrived 6:06 p.m.)
Doug Purcell
John Rubenkonig
Rich Senderoff

COMMISSIONERS ABSENT

John Eckert
Darrol Haug
Gail Sarvis
Darlene Stern
Teresa Whippel
Evelyn Wellington

PLANNING BOARD LIAISON

Phil Lovell

CITY COUNCIL LIAISON

Councilmember Joan Bloom
Councilmember Strom Peterson

STAFF PRESENT

Stephen Clifton, Community Services/Economic
Development Director
Cindi Cruz, Executive Assistant
Frances Chapin, Cultural Services Manager
Jeannie Dines, Recorder

PUBLIC PRESENT

John Reed
Bob McChesney
Council President Petso

1. INTRODUCTION AND COMMENTS BY CHAIR

Chair Pierce advised Commissioners Haug, Sarvis, Stern and Whippel have excused absences. He welcomed the second Council liaison, Councilmember Strom Peterson.

2. AMENDMENTS TO AGENDA – NONE

3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF JUNE 19, 2013

COMMISSIONER PURCELL MOVED, SECONDED BY COMMISSIONER DEWHIRST, TO APPROVE THE JUNE 19, 2013 MINUTES. MOTION CARRIED UNANIMOUSLY. (Commissioner Proudfoot was not present for the vote.)

4. HIGHWAY 99 TASK FORCE MEETING UPDATE

Vice Chair Witenberg reported on the Highway 99 Task Force's June 27 meeting. Those in attendance included Task Force Members Jim Underhill and Ron Wambolt; Stephen Clifton; Rob Chave; Bob Rinehart, Chamber of Commerce Economic Development Committee; and Planning Board Members Phil Lovell and John Reed. Topics discussed included:

- Studying the zoning and use patterns on Highway 99 to maximize the flexibility of development.

- Establishing more uniform parking standards or not having parking standards at all and allowing businesses to determine the amount of parking they need to be successful. Parking standards on Highway 99 currently differ by use.
- Transit oriented development (TOD) particularly around the two Bus Rapid Transit stations on Highway 99. The owners of a parcel on 84th between 236th and 238th are considering residential development.
- Whether parking standards for TOD should be more restrictive to discourage cars.
- The impact of a TOD on the adjacent single family neighborhoods and the importance of preserving the adjacent single family neighborhood.
- The church on 84th and 236th is also considering residential development on a portion of their land, possibly senior housing.
- Swedish-Edmonds expansion.

Mr. Clifton reported the Highway 99 Task Force also discussed Behar's Edmonds Green project at the corner of 220th & Highway 99. If the property owner can find a certain level of interest from office, commercial, residential developers, he can move forward with the project. The plans for the site include 270 residential units, office, retail, restaurants and a large parking structure. Discussion followed regarding parking standards.

5. ARTS SUMMIT/HIGHWAY 99 ENHANCEMENTS

Cultural Services Manager Frances Chapin reported the Highway 99 enhancement project is nearly complete but has been stalled because the wrong banner arms were shipped. A ribbon cutting is planning for the end of September.

Mr. Clifton advised of a meeting regarding the Phase 3 Highway 99 illumination project (220th to 212th) on July 25. Ms. Chapin explained there is a significant need for enhanced lighting in the section north of the current project; an additional grant was obtained. She reported on the 228th Street project that includes constructing a through road, adding a traffic signal and eliminating the left turn on southbound Highway 99 to 76th. She hoped to add a decorative element at 76th that coordinates with the International District.

Mr. Clifton referred to an article he authored regarding the grants the City has secured. A map of the projects that accompanied the article shows that, contrary to what the public thinks, staff applies for grants for infrastructure projects throughout the City and does not focus exclusive on downtown.

Ms. Chapin distributed an Arts Summit handout, reporting that over 200 people attended, half of whom she did not recognize. She commented on the keynote speaker Randy Cohen, Americans for Arts, breakout sessions, active artists and facilitated sessions. She plans to post information regarding the Summit on the City's website including a list of arts organization and art related businesses. Mr. Clifton recalled Mr. Cohen's keynote presentation was about the economic impact arts have on communities. Ms. Chapin commented the Americans for the Arts website is a phenomenal resource.

Discussion followed regarding groups that will pursue the action plan in the Strategic Plan, opportunity for the community to be engaged via the update of the Parks Recreation and Open Space Plan and the Community Cultural Plan, information from the Arts Summit that will be used in the Cultural Plan update, and young people's concern with cuts to arts education in schools.

6. FESTIVAL RETAIL INITIATIVE

- **Building Inventory & Owner Meeting Information**

Mr. Clifton reported on the meeting he hosted with property owners in the BD1 zone to discuss festival retail, limiting pure office uses in the BD1 zone. Roger Brooks attended the meeting to explain the economic benefits of festival retail. Because only a few property owners attended that meeting, another meeting is planned. At the end of the first meeting, several individuals expressed support; others wanted to continue discussion but none of them expressed opposition to the proposal.

At the request of one of the property owners, an inventory of existing ground floor businesses in the BD1 zone was conducted. That inventory indicated the proposal will impact very few office-type businesses. Many businesses will not be impacted at all as they are outside the 45 foot distance from the street. Existing businesses can remain; if a space was vacant for six months, it would be required to be filled with an allowable use. Mr. Clifton indicated one of his neighbors who owns buildings downtown but did not attend the meeting is very supportive of festival retail.

Discussion followed regarding the vacancy at 5th and Dayton, potential for an office use to locate in that space without this proposed change, and intent of the building inventory to identify the number of businesses that would be affected.

- **Status of Planning Board Agenda**

Mr. Clifton reported he is working with Acting Development Services Director Rob Chave to schedule a discussion regarding festival retail on the Planning Board's agenda.

7. SWEDISH HOSPITAL GROUP – UPDATE OF KNOWN PLANS

Mr. Clifton reported Swedish-Edmonds is planning a \$63 million expansion. More information will be available following tomorrow's Design Review Committee meeting.

Vice Chair Witenberg reported arrangements are being made to have a Swedish representative speak to the EDC.

8. SUB GROUPS AND RECOMMENDED ACTIONS, POSSIBLE EDC APPROVAL OF RECOMMENDATIONS

a. Tourism

Commissioner Dewhirst reported on the Tourism Subgroup's review of the action plans they were assigned:

- Shoreline/Waterfront
 - Not working on this and do not want to work on it
- Highway 99 International District
 - Not working on this and do not want to work on it
 - Believe Hwy 99 Taskforce should continue as lead
 - Participate when planning is started in future
- Farmer's Market
 - Not working on this but want to work on it
 - Subgroup could be a catalyst for this project and wants to further investigate its potential
 - Project assigned to a subgroup member
- Interim Storefronts
 - Not working on this and do not want to work on it
 - BID is the appropriate group
- Design – Arts and Culture
 - Subgroup is working on this and wants to stay involved

- Working on the promotional element with the Port
- Working on Visit WA mobile app with Edmonds Community College
- Downtown restrooms
 - Not working on this but want to work on it
 - Subgroup could be catalyst and wants to further investigate
 - Research indicates long term maintenance is a larger issue than building the restroom
- Marketing – Arts and Culture
 - Not working on this but want to be involved
 - Talks have begun with Edmonds Community College to undertake elements of this as class projects
- Civic Field
 - Not working on and do not want to work on it
 - Land owned by Edmonds School District, City leases, lease up 2020
 - High level talks are underway regarding future of the land
- Artist Live/Work
 - Not working on and do not want to work on
 - Huge undertaking
- Additional items the subgroup would like to work on:
 - Communications and Promotion – Arts and Culture
 - Subgroup already working on parts of these topics
 - Fine Arts Museum
 - Subgroup feels could be catalyst for this project and wants to future investigate the potential

Discussion followed regarding the intent for each subgroup to review the action plans and decide which ones they could effectively facilitate; other subgroups that may pursue action plans the Tourism Subgroup declined; action plans that other entities such as the Port, Senior Center and Chamber are working on; developing a list of action plans that other groups are pursuing and communicating that to the public; recognition that some action plans will not happen without a champion; oversight and monitoring of the Strategic Plan; creating a steering committee for the Strategic Plan with representatives from City Council, staff, Planning Board, Port, EDC, Chamber, etc.; and identifying and meeting with stakeholder groups to determine their interest in pursuing plan actions.

b. Technology

As he reported at the EDC's last meeting, Mr. Clifton relayed he, Darrel Haug and Information Technology Manager Brian Tully met with representatives from Averatek, Ten Gun, and HDR Engineering to discuss how to attract startup/smaller tech companies to Edmonds to utilize the fiber network. He prepared an RFQ/RFP that will be sent to the Averatek, Ten Gun, and HDR Engineering representatives as well as the CTAC and the EDC Technology Subgroup for review.

Discussion followed regarding where the RFQ/RFP will be advertised, effectiveness of an RFQ/RFP at attracting consultants, funding in the 2013 budget to prepare a business/marketing plan, whether attracting startup companies or maximizing use of fiber optics was the appropriate market, identifying incubation spaces, cities' ability to sell excess capacity to the private sector, potential incubator spaces locations, impact of Frontier's FIOS expansion on Edmonds' fiber, and the City's focus on commercial customers.

c. Strategic Plan

Subgroup did not meet.

d. Communications

Subgroup did not meet.

e. Land Use/Business Incentive

Commissioner Senderoff reported on the Land Use/Business Incentive Subgroup's review of the action plans they were assigned:

Activities Previous Initiated

- Permitting Processes
 - Continue ongoing activity addressing process and costs: promote clarity reduce time and reduce costs
- Economic Incentives
 - Continue ongoing activity to adopt business incentives appropriate for Edmonds based on those applied by other cities

Activities Not Initiated to Date

- Street Maintenance
 - Monitor activity of Transportation Committee, Levy Committee and Council discussions; consider related business incentives and/or incentive zoning regarding commercial/business center renewal efforts
- Antique Mall aka Salish Crossing
 - Consider potential activity along with Strategic Planning Subgroup; monitor for potential future participation
- Swedish Hospital
 - Monitor Swedish Hospital master planning process.
 - Invite hospital representatives to present to EDC when appropriate
- Development Regulations: Highway 99
 - Participate in planning along with Hwy 99 Task Force, Planning Board and Chamber
- Artist live/work

Previous Involvement Brought to Conclusion

- Development Regulations: Ground Floor Retail Requirements
 - Previous involvement regarding festival retail for BD1 Zone
 - Continue monitoring and consider discussing Planning Board and potential Council action by EDC with possible resolution supporting same
- Development Regulations: Commercial Districts
 - See Westgate, 5-Corners
- Harbor Square
 - Consider potential activity along with Strategic Plan Subgroup, monitor for potential future participation
- Design Standards
 - Council approved incorporating design controls for BD1 throughout BD zones
 - Consider additional activity along with Strategic Planning Subgroup
- Development Regulations: Westgate
 - Council approved planning activity by UW Green Futures Lab – completed and moved to Planning Board
 - Continue monitoring and consider discussing Planning Board final recommendation by EDC with possible resolution supporting same
- Development Regulations: Downtown/Waterfront
 - See ground floor retail requirements, Salish Crossing, Design Standards, Harbor Square

- Development Regulations: 5 Corners
 - See Westgate

Mr. Clifton encouraged Commissioners to attend the UW representatives' presentation to the Council next week regarding the Westgate draft form-based code.

Vice Chair Witenberg suggested the EDC consider formally adopting the Tourism and Land Use/Business Incentives Subgroups reports on action plan items. Discussion followed regarding deferring any formal action until more Commissioners were present and a preference to not adopt the reports and allow subgroups to provide updates.

9. MISCELLANEOUS

Mr. Clifton representatives from Kingston Chamber of Commerce and Kitsap County officials visited Edmonds in May; they were interested in the EDC, the Strategic Plan and economic development activities. Representatives from Vashon Island and Bainbridge Island plan to visit the City to learn about economic development activities. He referred to a King 5 Evening Magazine story regarding segways that mentioned Edmonds.

It was agreed to cancel the August EDC meeting.

Chair Pierce inquired about applications for the EDC vacancies. Ms. Cruz reported five applications have been received; the deadline for applications is next week. The applications will be provided to Councilmembers Bloom and Buckshnis who will announce their selections at a City Council meeting. Vice Chair Witenberg suggested the appointments be made before the September EDC meeting.

Chair Pierce reiterated the suggestion to develop a list of external groups working on Strategic Plan action plan items. Mr. Clifton offered to forward a list that the Planning Board has created. Commissioner Senderoff encouraged Commissioners to google San Carlos, California's Strategic Plan. Mr. Clifton said Shoreline's Strategic Plan monitoring process is a good example.

Chair Pierce commented on the importance of planning to ensure outcomes. He provided an example of the opposite, a sign on a former gas station at the corner of 238th & 100th, which is a neighborhood gateway. Chair Pierce reported on a tree stump that the property owners carved into a hand with the fingers in a peace sign.

Commissioner Proudfoot reported Yost Pool was the only pool listed in the YMCA's list of best locations.

10. AUDIENCE COMMENTS - None

12. ADJOURN

With no further business, the meeting was adjourned at 7:49 p.m.