

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
November 20, 2013

The Citizens Economic Development Committee meeting was called to order at 6:05 p.m. by Vice Chair Witenberg in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Bruce Witenberg, Vice Chair
John Dewhirst
Kevin Garrett
Darrol Haug
Roger Hertrich
Nicole Hughes
Debbie Matteson
Nathan Proudfoot
Doug Purcell
John Rubenkönig
Gail Sarvis
Rich Senderoff
Darlene Stern
Douglas Swartz
Evelyn Wellington (arrived 6:11 p.m.)

COMMISSIONERS ABSENT

Teresa Wippel

ALSO PRESENT

Gloria Evstatieva, Student Representative

PLANNING BOARD LIAISON

Phil Lovell

ELECTED OFFICIALS PRESENT

Councilmember Adrienne Fraley-Monillas
Councilmember Kristiana Johnson

STAFF PRESENT

Stephen Clifton, Community Services/Economic
Development Director
Cindi Cruz, Executive Assistant
Rob Chave, Acting Dev. Serv. Director
Rob English, City Engineer
Phil Williams, Public Works Director
Jeannie Dines, Recorder

PUBLIC PRESENT

Ron Wambolt
John Reed
Council President Lora Petso
Val Stewart

1. OPENING REMARKS

Vice Chair Witenberg relayed Evan Pierce has made a decision to resign from the EDC due to family and business demands. He thanked Evan Pierce for the time and energy he has devoted to the EDC since July 2009 and the unique perspective he provided.

2. AMENDMENTS TO AGENDA

Vice Chair Witenberg relayed Public Works Director Phil Williams needs to leave by 7:00 p.m. to attend another meeting so the presentation on Westgate and Form Based Code presentation will interrupted to allow his presentation regarding Transportation Issues Related to Westgate.

3. APPROVAL OF OCTOBER 16, 2013 ECONOMIC DEVELOPMENT COMMISSION MINUTES

COMMISSIONER STERN MOVED, SECONDED BY COMMISSIONER PURCELL TO APPROVE THE MINUTES OF OCTOBER 16, 2013. MOTION CARRIED UNANIMOUSLY. (Commissioner Wellington was not present for the vote.)

DISCUSSION

4. RE-VISIONING WESTGATE

a. Overview of Westgate Plan and Form Based Code

Mr. Clifton introduced **Julie Kriegh, AIA, LEED AP, Kriegh Architecture Studios, and Jill Sterrett, FAICP, Sterrett Consulting, UW Faculty**, who have worked with the City for approximately three years. This item was scheduled on tonight's agenda as an update and to inform the 12 Commissioners appointed since last summer who may not be aware of this process. In an effort to provide information to the EDC, public and Council, the June 27, 2013 the presentation on Form Based Codes by Joe Tovar, former Shoreline Planning Community Development Director; Shane Hope, Mountlake Terrace Planning and Development Director; and land use attorney Chuck Wolf, is airing on the City's government channel and via EdTV on the City's webpage at 9:00 a.m., 4:00 p.m. and 12:00 a.m. daily. In response to a comment made at the last meeting that no traffic impact analysis was performed, Mr. Williams was invited to describe the traffic impact analysis that was performed. Mr. Chave will describe the status of the overall process.

Ms. Sterrett explained this project was a collaboration between the City, UW Green Futures Lab and Forterra (formerly Cascade Land Conservancy). This project began three years ago with concurrent plans for Five Corners and Westgate. Although the original studies and public involvement were on both areas, a decision was made to develop a plan for Westgate due to transportation issues in Five Corners.

Ms. Sterrett provided an overview of the public process that began in fall 2010, explaining the overall concept was to create vision for 10 years of development. She described the participatory public process that included:

- Mail and online Community survey
- Listening sessions
- Design workshop
- Alternatives preferences forum

She described data gathering that occurred before the public process began:

- Prepared citizen survey
- Site surveys of land use
- Survey of existing amenities
- Parking counts
- Walking distance and conditions
- Mapping study results
- Analysis of user friendliness
- Neighborhood identity comparison

An overview level market analysis done of Westgate determined Westgate currently operates as neighborhood retail but could operate as community level retail in the future. She described the existing and potential new square footage of development in Westgate, explaining the plan could double the current square footages. She highlighted responses by age group to the community survey, noting the most preferred item in Westgate by all age groups was more public space.

Ms. Sterrett highlighted concerns identified at the public listening sessions (change, traffic, favorites going away, and how to get developers to listen) and how they are addressed in the plan. She explained the input from the workshops was summarized and two alternatives were developed that were again reviewed by the public.

Ms. Kriegh commented this plan is referred to as form-based code plus because it considers the relationship between building, private spaces and public spaces as well as sustainable building practices, green features and open space, green infrastructure, diversity of commercial and residential housing types, transportation and parking opportunities. She described the life, space and buildings concept and highlighted the contents of the plan:

1. Introduction
2. 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 Strategies
7. Recommendations

She displayed a block diagram of the Westgate with activity at the street, parking in back, and a mix of retail, office and residential uses to create a vibrant neighborhood and link areas for greater walkability. She reviewed the intent and goals of the plan and the regulating framework in the plan:

1. Amenity spaces and green feature types
2. Required building lines
3. Street types
4. Building types
5. Building Frontage types
6. Green features
7. Menu of development options

Ms. Kriegh explained there are baseline requirements as well as opportunities for a developer to achieve a bonus for going beyond the baseline requirements, typically extra building height. She reviewed square footages that the plan can yield, commenting even though the square footages are doubled, there are more open space, plazas, etc.

Ms. Sterrett commented on administration and implementation and identified potential City actions to encourage development:

- Create public art or events/activities
- Partner for amenities, open space and parking
- Create planned action environmental statement
- Promote the special district plan
- Highlight form based code
- Show developable parcels
- Identify capacity of utilities
- Feature desired activities

She acknowledged other team members including Nancy Rottle, landscape architect, and UW graduate students in urban planning, design and landscape architecture.

b. Transportation Issues Related to Westgate

Public Works Director Phil Williams introduced City Engineer Rob English. Mr. Williams explained they were invited to the EDC meeting to address the question of how a change in land use and land use intensity would affect the transportation facilities at Westgate as well as questions regarding transportation impact analyses and future projections. He advised counts and projections was updated in the 2009 Transportation Plan and again in 2012. That consultant also conducted the traffic impact analysis for the Walgreens development. He described how traffic counts are compared in a model to determine level of service (A-F based on seconds of delay); the City's adopted minimum level of service is D. The current PM/peak hour performance of the Westgate intersection is a high D (almost C). The projection for 2025, taking into consideration growth of regional traffic and residences and business in the build out of the Westgate study, is a low D which is still an acceptable level of service. The next planning horizon will be 2035.

In response to questions about the need for dedicated right turn lanes, new through lanes, deceleration lanes, he relayed it may be appropriate to consider adding 2 feet to the setbacks (currently 10 feet on SR104 and 8 feet on 100th and 9th) to provide sufficient space to add a lane in the future. He pointed out SR104 is a State highway and the State recently communicated to the Council that they have no plans to expand SR104. He noted Walgreen and the bank did not build to the proposed intensity which will reduce future traffic movements.

Mr. Williams and Mr. Chave responded to questions regarding traffic impact analysis done at the time of development, intersection level of service from the State's and City's point of view, traffic management, facilities for bicycles and pedestrians, and walkability within and between quadrants. Commissioners were invited to send questions to Mr. Williams at Phil.Williams@edmondswa.gov

c. Overview of Westgate Plan and Form Based Code (con't)

Ms. Sterrett and Ms. Kriegh responded to questions regarding neighborhood retail versus community retail, retail capture statistics for Redmond versus Edmonds, and retail leakage. Ms. Sterrett described development occurring in Mercer Island (The Mercer, Island Square, 77 Central) as a result of Mercer Island's revitalization of their downtown to accommodate population growth. She described height limits and height bonuses allowed by Redmond's code and development occurring in Redmond (The Red160, Veloce).

Ms. Sterrett and Ms. Kriegh responded to questions and discussion ensued regarding whether the residential development in Mercer Island and Redmond is condominiums or apartments, encouraging smaller units that are more affordable, whether there been a measurable change in demographic in Mercer Island since development occurred, the Blakely development at 192nd & Aurora, market in Edmonds for higher density residential, scale of Compass development more appropriate in the Westgate area, shopping centers converting to the type of development proposed for Westgate, development occurring in Westgate and other sites that have potential for redevelopment, population targets, and the timeline for adoption of the Westgate plan.

d. Status of Westgate Special District Study - Rob Chave

Rob Chave explained the Planning Board is considering the study now and translating it into code. The Planning Board's final work session is December 11 and a public hearing will be held in February. The study will be forwarded to the City Council in the first quarter of 2014. Vice Chair Witenberg encouraged Commissioners to attend the Planning Board meeting.

e. Communications & Community Outreach Update

5. MISCELLANEOUS

Commissioners discussed whether to have a December meeting. It was agreed to hold an informal meeting to brainstorm topics.

Commissioner Hertrich pointed out the Downtown Edmonds Business Improvement District (BID) has an extensive list of items to promote tourism. He suggested the EDC tourism subgroup work with the BID. Commissioner Senderoff pointed out there are many tourism elements outside the downtown area.

Mr. Clifton reported a meeting is scheduled on December 2 with representatives from each of the Strategic Plan stakeholders.

Commissioner Haug reported on a 2014 budget amendment proposed by Councilmember Fraley-Monillas to track progress on the strategic plan.

Mr. Clifton reported on the City Council workshop regarding elimination of certain office uses in the BD1 zone. A public hearing will be held in early January 2013.

Chair Witenberg advised Teresa Wippel had an excused absence and Councilmember Peterson had a business emergency. He reported the January meeting will include election of a Chair and Vice Chair.

Mr. Clifton invited Commissioners to Carol Sanford's presentation tomorrow night regarding growing your business.

Commissioner Hertrich relayed the Senior Center Board's concern with the recent blockage of the railroad tracks and his request that the City develop a single lane emergency vehicle access over the tracks.

6. AUDIENCE COMMENTS – None

7. ADJOURN

With no further business, the meeting was adjourned at 7:38 p.m.