

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
August 20, 2014

The Citizens Economic Development Committee meeting was called to order at 6:02 p.m. by Chair Witenberg in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Bruce Witenberg, Chair
Kevin Garrett, Vice Chair
John Dewhirst
Darrol Haug
Nicole Hughes
Debbie Matteson
Nathan Proudfoot
Doug Purcell
John Rubenkonig
Rich Senderoff
Darlene Stern
Finis Tupper
Douglas Swartz
Teresa Wippel

COMMISSIONERS ABSENT

Roger Hertrich
Gail Sarvis
Michael Schindler

PLANNING COMMISSION LIASON

Stan Robless

ELECTED OFFICIALS PRESENT

Councilmember Strom Peterson
Councilmember Kristiana Johnson

PORT OF EDMONDS LIAISON

Bob McChesney, Executive Director

STAFF PRESENT

Patrick Doherty, Econ. Dev & Comm. Serv. Dir.
Shane Hope, Development Services Director
Cindi Cruz, Program Coordinator
Jeannie Dines, Recorder

PUBLIC PRESENT

Don Hall
Carreen Nordling-Rubenkonig
Ron Wamolt
Councilmember Joan Bloom

1. OPENING REMARKS

a. Introduction of Patrick Doherty, Economic Development & Community Services Director

Chair Witenberg introduced Economic Development & Community Development Director Patrick Doherty. Mr. Doherty described his responsibilities at the City and his background.

Chair Witenberg introduced new Commissioner Finis Tupper, appointed by Councilmember Petso. Mr. Tupper described his background and interest in serving on the EDC.

Chair Witenberg announced Commissioners Hertrich, Sarvis and Schindler have excused absences.

2. AMENDMENTS TO AGENDA - NONE

3. APPROVAL OF JULY 17, 2014 ECONOMIC DEVELOPMENT COMMISSION MINUTES

COMMISSIONER MATTESON MOVED, SECONDED BY COMMISSIONER PURCELL, TO APPROVE THE MINUTES OF JULY 17, 2014. MOTION CARRIED UNANIMOUSLY.

4. PRESENTATION BY NICK ECHELBARGER – REDEVELOPMENT OF SALISH CROSSING

Chair Witenberg introduced Nick Echelbarger whose company is redeveloping Salish Crossing. Mr. Echelbarger described his background and his family’s history in Edmonds. He displayed aerial photographs of the Salish Crossing property and surrounding properties including the ferry, Senior Center, waterfront and Sound Transit train service to downtown Seattle, all things that attract the creative class to a project. He described their civic vision and project goals:

| Civic vision | Project Goals |
|--|--|
| Attract the “creative class” | Open floor plan, modern architecture, engaging tenant mix |
| More public art | Edmonds High School arch, (installed at Sunset and Dayton), new museum, new concrete art |
| Enhanced public spaces and connections | Add landscaping, new walkways through site |
| Support transit oriented development | Sounder North parking + commuter-friendly amenities |

He displayed a photograph and described the terracotta portico from Edmonds High School c 1909:

- New free standing brick arch
- Barrel-vault trellis behind arch
- Seating area
- Lush landscaping and archway lighting
- Visual connection to fountain at WWTP

He displayed photographs of the building and described changes to the exterior:

- “Tide, Travels and Time” – original artwork by Peg Deam, casting by Mead Powers
- Vintage lighting scheme by R. Martin Electric
- Landscaping beds by nationally renowned landscapers Glenn Withy and Charles Price
- Project signage by Edmonds resident Clayton Moss

He displayed an early site plan of the property and described challenge such as little ADA parking, no way to walk through the property, etc. and described the renovations:

- Tore down Building A
 - Improve parking lot
 - Make better connections
 - Create outdoor terrace for new tenants in old Safeway space.
- New storefronts open onto a large outdoor terrace
- The preeminent spot in Edmonds for outdoor dining and drinking
- Fire pits, enhanced landscaping
- All tenant spaces open onto deck through large sliding glass partitions

He displayed a photograph of the ceiling before and after. He envisioned an interior with open air tenant spaces, similar to Melrose Market on Capitol Hill. He displayed and described the interior floor plan of the five tenant spaces including the museum:

1. Café/bakery space
2. Bridget’s Bottle Shop
3. Restaurant
4. Scratch Distillery
5. Cascadia Art Museum

He described the museum, Cascadia Art Museum

- A new regional museum focused on NW art from 1880-1962
- An academic museum celebrating the numerous NW artists active between 1880 and 1962
- Why 1880-1962?
 - The NW (including BC) has always had a very vibrant visual arts culture
 - Artists like Mark Tobey, Guy Anderson and Morris Graves rocketed to international stardom in the 50s but their predecessors remain under appreciated
 - While regional impressionism and sculpture are well researched and exhibited throughout the country, the PNW deserves more scholarship and exhibition
- A 10,000 square foot space, split into five principal galleries
- A space for lectures, education and enrichment
- Modular partitions will allow multiple layouts and creative exhibit options

Why Salish crossing?

- Open it now, continue the effort and fundraising for a bespoke building
- State of the art humidity and climate control, per Smithsonian specifications
- Unique opportunity to capitalize on trends in museum going; help patrons integrate more frequent but shorter duration visits into their day

He reviewed photographs of artwork/artists that will be in museum:

- Fredrick Shafer, Hood Canal WA territory c.1885
- Louis McClellan Potter, Tlingit Medicine Man, c. 1910, 36" tall
- Paul Morgan Gustin, Mt. Rainier – Nocturne, c. 1919
- Margaret Camfferman, Self-portrait under the Wisteria, Whidbey Island c. 1924
- Ambrose Patterson, untitled portrait of backyard in Laurelhurst, c. 1968

He responded to questions regarding his parents' focus on NW artwork, timeframe for opening (late winter/early spring, museum slightly later), parking (4.66 spaces/1,000 square feet not including Sound Transit parking), Phase 2 (similar upgrades to north wing), and the potential occupant of the restaurant space.

COMMISSIONER HAUG MOVED TO ALLOW PUBLIC COMMENT. COMMISSIONER RUBENKONIG SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Ron Wambolt, Edmonds, commented on improvements to the parking and a ground water seep at the front of the building.

Stephen Clifton, Edmonds, recalled Roger Brooks' 20 ingredients of an outstanding downtown in 3 categories, the merchants, the public sector and the public owners; this project is a good example. He expressed his appreciation to Mr. Echelbarger for talking with him and Mayor Earling after purchasing the property to discuss the investment they wanted to make. Another of the Roger Brooks' principles is an investor with patient money. Mr. Echelbarger has been very patient including working with Sound Transit to provide parking for commuter rail, investing in the property to improve the landscaping and walkway and incorporating the 1909 portico to create a gateway to the project, another of the 20 ingredients.

Discussion continued commending Mr. Echelbarger for pursuing development like this, support for reusing the building and not a development that requires emotional zoning changes, and providing what many are looking for in the downtown near-waterfront area.

5. TOURISM SUB GROUP UPDATE

Commissioner Dewhirst reported the subgroup's August meeting included review and discussion of the Maximizing Tourism in Edmonds document. He relayed Edmonds Museum has opted out a year round farmers market although the director of the summer market is still exploring the concept of a year round market. The subgroup will meet again the first Tuesday in October.

a. Update and Potential Action on Maximizing Tourisms in Edmonds

Commissioner Swartz reported as a result of the sub group's review, further changes were made such as providing source reference for statistics and clarifying some points. Additional suggestions from Commissioners included putting the data on pages 9 and 10 before the conclusion and making the EDC more prominent in the title.

Discussion followed regarding revenue collected by the City from tourism, difficulty quantifying revenue from tourism, establishing measurable goals, increasing attendance at existing events rather than establishing new events, synergy between businesses/areas, and scheduling a presentation to the EDC from the Edmonds Center for the Arts that includes demographics information they gather.

VICE CHAIR GARRETT MOVED, SECONDED BY COMMISSIONER SENDEROFF, THAT THE ECONOMIC DEVELOPMENT COMMISSION APPROVE THE MAXIMIZING TOURISM IN EDMONDS AND DIRECT THE TOURISM SUB GROUP TO REACH OUT TO GROUPS IN THE COMMUNITY REGARDING THEIR INTEREST IN A PRESENTATION AND ENGAGE THEM IN CONVERSATION ABOUT THE POINTS IN THE DOCUMENT.

Discussion continued regarding the intent of the document as a research piece prepared on behalf of the EDC to raise points of discussion about how Edmonds can improve its tourism competitiveness, anticipation the presentation will raise questions about to accomplish things, and community discussion generating energy, excitement and ideas.

COMMISSIONER PURCELL CALLED FOR THE QUESTION. THE VOTE ON THE CALL FOR THE QUESTION CARRIED UNANIMOUSLY.

MAIN MOTION CARRIED UNANIMOUSLY.

6. BUSINESS DISTRICTS ENHANCEMENT SUB GROUP UPDATE

Commissioner Hughes reported much of the sub group's discussion at their August meeting was regarding the City Council's consideration of the Westgate Plan and the importance of the EDC staying engaged during the Council's review. The meeting also included brainstorming of future projects and opportunities for developing an improvement plan for other areas such as Firdale. Mr. Doherty provided the sub group information regarding incentives for businesses to improve their façade and funding opportunities such as Community Development Block Grants (CDBG).

Commissioner Senderoff inquired about the future of the business incentive program, noting incentives are a highly ranked item in the Strategic Plan. Chair Witenberg assured the groundwork the sub group did was not wasted; both Mr. Doherty and Ms. Hope are familiar with business incentives. He suggested Commissioner Senderoff meet with them to discuss the program. Commissioner Haug recalled the program was put off due to hiring new directors; he suggested returning it to the EDC for discussion.

7. 2015 COMPREHENSIVE PLAN UPDATE PROCESS

Development Services Director Shane Hope explained the Comprehensive Plan is a long term policy guide for a community with regard to economic development, housing, transportation, recreation, etc. Minor updates to the 2013 Comprehensive Plan were presented to the City Council:

1. Text amendment related to Westgate that sets the stage for the goals in the Westgate study
2. Replace the 2008 PROS Plan with the plan approved in 2014
3. Replace the Community Cultural Plan with the plan approved in 2014

Staff is also working on the 2015 Comprehensive Plan update; jurisdictions are required to review and update their Comprehensive Plan and development regulations by mid-2015. The update will include updated census data, job and population growth projections, etc. The City Council recently approved the Planning Board's recommendation regarding the schedule for the update.

She distributed a list of existing Comprehensive Plan Elements and the review schedule. Mr. Doherty advised the proposed update to the Economic Development Plan will be shared with the EDC before it is forwarded to the Planning Board.

Ms. Hope and Mr. Doherty responded to questions regarding the update to the tree code, eliminating outdated master plans, opportunity for the EDC to provide input into the update of the Economic Development Element and ways to involve the public such as holding an open house in the fall. Ms. Hope invited Commissioners to email her ideas regarding ways to involve the public.

8. STRATEGIC ACTION PLAN UPDATE

Mr. Doherty relayed the consultant Cynthia Berne plans to complete the process of identifying principal leads for action items by October. Commissioner Haug described software the City is considering to track elements of the Strategic Plan.

Chair Witenberg suggested the Strategic Plan Sub group meet with Mr. Doherty to discuss the role of the EDC.

9. HIGHWAY 99 TASK FORCE UPDATE

Commissioner Rubenkönig reported on a recent Highway 99 Task Force meeting. As Highway 99 is one of largest economic engines in the City, it is appropriate for the EDC to be involved in the Task Force. The Task Force discussed larger properties on Highway 99 including the 10-acre Burlington Coat Factory site, the SE corner of 220th/Highway 99, the vacant Top Foods site and the ongoing transformation of Swedish-Edmonds Hospital. Staff indicated there is interest in developing these properties.

Ms. Hope described plans to propose a Planned Action for Highway 99 that would provide a more specific plan for future development and streetscape improvements and include environmental review and regulatory changes and incentives. The study would take approximately one year and would also coordinate with cities on Edmonds' boundaries particularly with regard to streetscape. Commissioner Rubenkönig summarized redevelopment of the Highway 99 corridor is a long term project.

Chair Witenberg reported the Burlington Coat Factory site has been sold and the new owner has begun cleaning up the back of the site and has plans for renovating the building that previously housed a restaurant. With regard to the 220th/Highway 99 site, there has been discussion about attracting restaurant and other development to that site. The two properties on Highway 99 that were identified as potential marijuana facilities have been disqualified due to their location within the buffer of schools/daycares. The Planning Board has suggested changes to the zoning code and parking standards on Highway 99; a City Council public hearing is tentatively scheduled on September 16.

Chair Witenberg reported a Sherwin Williams paint store plans to locate in the former Blockbuster store at Westgate.

10. COUNCIL LIAISONS' COMMENTS

Councilmember Peterson commented it was interesting Santa Fe was referenced in the Maximizing Tourism in Edmonds report; he grew up in Santa Fe. During a recent visit, he noticed many of the shops have plaques in the window indicating they are locally owned.

Councilmember Johnson reported she enjoyed the presentation and discussion regarding Salish Crossing. She acknowledged measuring the success of efforts related to tourism is a challenge. She reported recent activities in the City included a Sun Tour in Edmonds this week and a student delegation from Hekinan, Japan and upcoming events include the Scarecrow Festival sponsored by the Museum. She summarized there are many opportunities for tourism in Edmonds in the future. With regard to the Highway 99 Task Force, she relayed there have been discussions about hotels but anticipated that was years away from actually happening. She reported the Five Corners Roundabout will be completed this fall, ahead of schedule and budget. She questioned when the Planning Board planned to discuss Five Corners. Ms. Hope advised that was to be determined. Councilmember Johnson relayed the Council approved a proof of concept for Sunset Avenue to paint a multiuse pathway on the west side and a sharrow on the east side.

11. MISCELLANEOUS

Commissioner Proudfoot advised the Puget Sound Bird Best is September 5-7.

Port of Edmonds Executive Director Bob McChesney reported the Jacobsen Marine building will be complete and open by November. In response to a Commission question, Mr. McChesney advised Hart Crowser was relocating from downtown to Port property.

11. AUDIENCE COMMENTS

Dan Robles, Planning Board Member, commented on the Planning Board's vote to change zoning requirements on Highway 99, advising the Planning Board would like to track businesses that look at the spaces. He asked whether consideration had been given to locating a TEDx in Edmonds. Commissioner Proudfoot described the concept of TED talks, advising there are many TED talks related to community development as well as other topics.

12. ADJOURN

With no further business, the meeting was adjourned at 8:02 p.m.