



AGENDA

Edmonds Economic Development Commission

Edmonds City Hall
Brackett Meeting Room, 121 5th Ave N
Wednesday, March 15, 2017
6 – 8 PM

6:00 P.M. - CALL TO ORDER

1. Call to Order
 2. Approval of Agenda (2.5 minutes)
 3. Approval of February 15, 2017 Meeting Summary (2.5 minutes)
 4. Audience Comments (5 minutes)
 5. Presentation from Terrie Battuello, Port of Everett (35 minutes)
 6. Subgroup Reports:
Subgroups on Standby (10 minutes)
 - a. Highway 99 (awaiting further Planning Board & Council action/feedback)
 - b. Signs (awaiting further Planning Board & Council action/feedback)
 - c. Parking (awaiting further Planning Board & Council action/feedback)
 - d. Five-Corners (awaiting further Planning Board action/feedback)
 - e. Future Priorities (awaiting additional bandwidth from EDC)Development Feasibility (10 minutes)
Update on progress and upcoming objectives.
 7. Old Business:
2017-2018 EDC Leadership (10 minutes) – Discuss, nominate and appoint Chair and Vice Chair for upcoming year.
Broader Economic Development Strategy (20 minutes) – With many of our short term goals accomplished , what longer term goals and strategies should we pursue? Affordable housing? Development sites vs. Regulations? (See attachments)
 8. New Business
2016-2017 EDC Summary Report (10 minutes) – Discussion of annual report summarizing our achievements during the past year, and objectives for the coming year.
 9. Roundtable Discussion (Council, Commissioners, City, Liaisons) (10 minutes)
 10. Ideas for April Agenda (5 minutes)
 11. Adjourn
- Next regular meeting: April 19, 2017, 6 PM

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
February 15, 2017

COMMISSIONERS PRESENT

Darrol Haug, Vice-Chair
Matthew Waldron
Stephen Clifton
George Bennett
Michael Schindler
Nicole Hughes
Aseem Prakash
Nathan Monroe, Planning Board, ex officio
Neil Tibbott, Councilmember, ex officio

COMMISSIONERS ABSENT

Jamie Reece, Chair
Mary Monroe
Greg Urban, Edmonds Chamber, ex officio
Bruce Faires, Port Commissioner, ex-officio

STAFF PRESENT

Patrick Doherty, Econ. Dev & Comm. Serv. Dir.
Cindi Cruz, Program Coordinator

1. **Economic Development Commission meeting called to order by Vice-Chair Haug at 6:00 p.m.**
2. **Approval of Agenda:** Approved as submitted. Audience can speak at a later time.
3. **Approval of 01/18/17 EDC Minutes:** After minutes amended as stated, **Matt moved to approve minutes as written, Nicole seconded; motion passed.**
4. **Audience Comments** No comments.
5. **Subgroup Reports:**

a. Highway 99: George discussed draft memo revised after sub-group met two weeks ago. Topics addressed are infrastructure, parking locations, compiling list of potential developments and developers who could have projects ready to go, potential location of city services on Hwy 99. Could a catalyst project be identified and seek a partner for such a project? Focus on sense of place in International District (ID). How do you develop the ID into more of a “place” rather than just strip malls? City Council will have a public hearing on the Hwy 99 sub-area plan on 2/21. Could draft memo be finalized and send to CC in time for the meeting on 2/21? Is the focus on too much housing/residential zoning? Does that focus impact existing commercial businesses negatively? Outcome of planning process led to perception that it is residential focused. Zoning changes could affect the ability to add housing. Commercial uses are not impacted because most of them are already allowed. Not as much to do to encourage commercial uses. Possibility for a catalyst project near new intersection which has direct route to transit/light rail project on I-5. The City could take active role in catalyst project as part of Hwy 99 sub-area planning project. There are some zoning changes that will need to take place before full implementation. March is the tentative timeframe to pass the plan. The planning recommendations will need to be incorporated into ordinance changes and hopefully those can be passed in June. Are there any actual proposals or projects? Bothell was referenced as an example. Weird shapes for properties, reluctant property owners not eager to do anything create a barrier to change and/or creating something new. Plan has its own momentum and will go forward to completion. Encourage council to take away uncertainty for developers interested in Hwy 99 projects. Pass plan and get zoning in place. Focus on specific areas along Hwy 99. Important to get something in front of CC before public hearing and then work on ideas with sub-group for catalyst project recommendations. Encourage bold recommendation for catalyst project – such as movement of City Hall, Pw, Police

Department, to Hwy 99. **Mike moved, Matt seconded to forward memo to CC and continue work on comments in sub-group passed unanimous.**

b. Signs: Patrick discussed draft memo regarding downtown pedestrian signage – enforcement moratorium extended to April 30 by CC. Many issues still need to be worked out. Concern about multiple signs at corners; could they be replaced with monument signs or something else; how to keep the cost down for sign permit fees; differences in costs of types of sign permits; costs for blade signs and pedestrian signs could be the same; encourage blade signs on building to get signs off sidewalks; accessibility issues are important must maintain minimum clearance on sidewalks; blade signs and façade signs count in the square footage; a-frames can be more temporary such as advertising daily specials, etc. Regarding memo, add in modification about fees. Planning Board on 2/23/17 memo should go to PB. **Mike moved, George seconded to send memo with corrections on to PB, motion passed unanimous.**

c. Five-Corners: George discussed draft memo: request Planning Division to conduct feasibility study for options at Five-Corners. Need to find out what is feasible for the area. Roundabout was a good catalyst but what is preventing redevelopment by other landowners/developers? Encourage City to adopt incentives for redevelopment. Remove uncertainty of developing. Planning is exploring feasibility study and encourages support of EDC for study. Need to know what market will support in the area before changing zoning requirements. Do encourage mixed-use development. Encourage citizen input but concentrate on direct impacts to residents in that area. Hold open house for the area. Should feasibility study be done first vs getting citizen input? Could past input be used for guidelines in feasibility study? Framework of feasibility include various scenarios – housing, mixed-use, commercial, different uses. Increase public space and walkability. Add – UW study info on public input. **Matt moved, Asseem seconded (incorporating amendment to motion) passed unanimous.**

d. Parking: Darrol discussed sub-committee meeting. Committee made recommendation and forwarded to Mayor: push permit parking for employees about ½ block out, gaining 35 stalls; no recommendation to change pricing; parking could be more efficient on streets near downtown. Public Works (PW) can start pilot project to mark 20-foot intervals for parking spaces, Main from fountain east, 5th in both directions, and potentially on 2nd; could gain between 10 - 15 stalls if everyone complies; there will not be enforcement during the pilot period; PW will measure process and parking enforcement staff will also observe. The results will be anecdotal information on compliance from PW staff and enforcement staff. Will put out some PR and advance notice regarding changes. Regarding residential permits, nothing is being planned to change on pricing and moving out. Police Department will be hiring a new enforcement officer. Continued work with private parking lots to see if something could be agreed on to allow use after hours. These are private parking lots that could be made available after normal hours the BID is working on arrangements with private parking lot ownerships. Aseem recommended that more specific data collection be made regarding the pilot project for designated on-street parking, not just anecdotal information.

6. Old Business:

Metrics for Economic Development: How to measure success? Number of times we send information to CC. Question asked if there has been anything that has made a difference to the CC? Parking pushing out employee parking, Hwy 99 value of commercial, don't know till there is issue to be voted on. Civic Playfield project hybrid recommendation and encouragement of active/passive uses. CC is customer do they get feedback on how commission is perceived, having sent several memos directly to CC, could ask Council President if it is meaningful. Report card on input from CC. One year mark – ask for input. This item was put on by Jamie and since he was unable to attend this meeting bring back to next meeting.

7. New Business:

a. Future Leadership: Jamie and Darrol will be chair and vice chair thru the month of April. What is role of chair and vice chair – set agenda for meetings, work with staff to create materials to support agenda, official communications come from chair, work with sub-groups, annual report delivered to CC by chair, vice-chair fills in as needed and works to make decisions. Attempt to make decision on chair and vice-chair at March meeting, allowing for continuation to April meeting if necessary.

b. Broader Economic Development Strategy: What did commission want to accomplish moving forward. Working on things and pass on ideas, fresh notions, how can we educate the public? Is the EDC a think tank of ideas to advise the Council and is that the view the Council has of the EDC? Is role to generate ideas or to debate ideas? Need robust discussion around new strategies and thinking outside the box. Idea-generating commission. Provides collective body of thinkers to provide ideas and information regarding initiatives to CC, PB, etc. PB viewpoint of EDC: provides economic development feedback, impacts, talk about opportunities such as parking initiatives. Memo from December representing next work items for EDC and refer to these items to consider for future discussions.

Comment from Natalie Shippen: Encourages EDC to engage Arts Commission, other art groups, etc. to promote something new every weekend, music, ballet, dance, symphony. More performances will have something to bring in wider audiences.

Sub-group on downtown development recommendations needs commissioners and Mike Shindler volunteered. Patrick discussed interviews for a consultant to review and produce an economic impact study on arts and culture in Edmonds and what it means to the economic development of Edmonds. Referred to arts and culture calendar on VisitEdmonds.com. 4th avenue corridor WWU Sustainable City’s student study to look at next steps on arts cultural corridor. Observation is noted of an increase in youth and young families in and around downtown. Enhance and make stronger the connection to arts and culture events. Outreach to arts and culture community and organizations and have them come to meeting to discuss.

8. Roundtable Discussion (Council, Commissioners, City, Liaisons): Nate, PB: hearing on sign code next week and discuss housing at PB, detached housing. Neil: referred to sales tax handout and graph included interesting information on economic changes, SAP was discussed at CC retreat and suggested a joint meeting with PB, CC, & EDC to revisit the SAP. Mike: Lake Stevens has created a City veterans commission and would hope that Edmonds could follow with the creation of same. Patrick: discussed sales tax graph stating this is only indicative of Edmonds and not the overall regional economy – not much single-family land left in Edmonds so lower SF development numbers in Edmonds do not imply that the economy of the region is going down; in fact throughout the county it is a more robust picture.

10. Ideas for March (or future) Agenda: George discuss having follow-up from CC on memos and response/reactions on presentation on downtown building codes, invite arts community, and invite officials from surrounding cities/communities to advise on what they have done well.

11. Adjourned at 8 p.m.

Next regular meeting: March 15, 2017, 6 PM