

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
September 19, 2012

The Citizens Economic Development Committee meeting was called to order at 6:00 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
John Eckert
Kevin Garrett
Don Hall
Darrol Haug
Marc Knauss
Nathan Proudfoot
John Rubenkonig
Gail Sarvis
Rich Senderoff
Darlene Stern

COMMISSIONERS ABSENT

Doug Purcell
Karen Shiveley
Evelyn Wellington

PLANNING BOARD LIAISON

Kevin Clarke

PORT OF EDMONDS LIAISON

Bruce Faires

ELECTED OFFICIALS PRESENT

Councilmember Joan Bloom

STAFF PRESENT

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

PUBLIC PRESENT

John Reed
Ron Wambolt
Bob McChesney

1. OPENING REMARKS

Chair Evan Pierce explained timeframes are included for each agenda item in an effort to keep the meeting to two hours. He requested Commissioners be recognized before asking questions/making comments and that they keep their questions/comments to a reasonable length.

2. AMENDMENTS TO AGENDA

Community Services/Economic Development Director Clifton requested Agenda Item 7b be moved following Item 3. Commissioner Senderoff requested Item 6 be moved prior to Agenda Item 4 as that discussion may result in an additional subcommittee. Mr. Clifton requested an update regarding the Student Representative be added as Agenda Item 7h.

3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF AUGUST 15, 2012
VICE CHAIR WITENBERG MOVED TO APPROVE THE MINUTES OF AUGUST 15, 2012.
COMMISSIONER KNAUSS SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

7. UPDATES

a. Five Corners and Westgate Special District Studies

Interim Development Services Director Rob Chave reported the Planning Board has held one public hearing on the studies and plans to hold another. A work session on October 10 will focus on traffic information. The Planning Board will also be making decision regarding which parts of the Westgate plan should be a Comprehensive Plan amendment. Discussion followed regarding whether residential parking in the plan is sufficient, importance of the redevelopment of Westgate and a suggestion for the EDC to make it one of its highest priorities.

Mr. Clifton suggested returning the Westgate plan to the EDC after the Planning Board makes its recommendation, prior to forwarding it to the City Council to allow the Commission to take a position.

COMMISSIONER SENDEROFF MOVED TO ADD A DISCUSSION REGARDING THE DETAILS OF THE FIVE CORNERS AND WESTGATE SPECIAL DISTRICT STUDIES TO THE OCTOBER 17 AGENDA. COMMISSIONER HALL SECONDED THE MOTION.

Discussion followed regarding concern with limited public comment at the first Planning Board public hearing, a suggestion for the EDC to develop goals for redevelopment, ability for Commissioners to speak at the public hearing as private citizens and not representatives of the EDC, familiarizing new EDC members' with the special district studies outside of an EDC meeting, delay in the Planning Board's review of the Five Corners study until the roundabout design is resolved, the EDC not duplicating the Planning Board's efforts, concern with the EDC making rushed recommendations on issues in the past due to the timeline for presentation to the City Council, ability for the public to communicate with the Planning Board via email/letter as well as speaking at public hearings, a suggestion for Commissioners to attend Planning Board meetings or review their minutes, and support for the Commission reviewing the Planning Board's recommendation and making their own recommendation before forwarding the Westgate plan to the City Council.

MOTION CARRIED (12-1), COMMISSIONER DEWHIRST OPPOSED.

6. ECONOMIC DEVELOPMENT INCENTIVES

Commissioner Senderoff referenced proposed economic development incentives including examples of incentives from the cities of Snohomish and Auburn. He explained incentives may be a way of encouraging development. He suggested economic development incentives be a new subcommittee or added to the Land Use Subcommittee.

Discussion followed regarding whether economic development incentives should be a separate subcommittee, how incentives relate to development agreements, staff discussions regarding development agreements versus an incentive program, financial versus design incentives, and whether incentives would attract development.

4. SUBCOMMITTEE ASSIGNMENTS

Mr. Clifton briefly described the four subcommittees: Land Use, Strategic Planning, Technology, and Tourism. He advised a more detail description had been emailed to Commissioners.

COMMISSIONER GARRETT MOVED TO EXPAND THE SCOPE OF THE LAND USE SUBCOMMITTEE TO INCLUDE ECONOMIC DEVELOPMENT INCENTIVES. COMMISSIONER HALL SECONDED THE MOTION.

Discussion followed regarding incentives adopted by other cities, subcommittee assignments, opportunity for Commissioners whose terms expire at the end of 2012 to be reappointed, support for combining incentives and land use in one subcommittee, and historical non-conforming uses and improvements.

MOTION CARRIED UNANIMOUSLY.

Commissioners were asked to email their first and second subcommittee choice to Chair Evans (cc Cindi Cruz) by Friday, September 21.

5. ECONOMIC DEVELOPMENT PLAN REVIEW & UPDATING

Mr. Clifton reported the City Council adopted the Economic Development Plan in 2006 and it is time to update the goals and policies.

7. UPDATES (con't)

b. Harbor Square

Port of Edmonds Executive Director Bob McChesney explained in July the Port made formal application to the City for a Comprehensive Plan amendment that will include the Harbor Square Master Plan. The Planning Board raised many issues/questions/concerns at the Port's initial presentation of the Plan. A workshop was held with the Planning Board in August to address the issues/questions raised and at the September 12 meeting the Port presented the Planning Board with proposed changes to address their concerns. There have also been site visits with Planning Board Members and elected officials. A public hearing at the Planning Board is scheduled on September 26.

Discussion followed regarding the cost of a Comprehensive Plan amendment and the Port Commission's hope the proposed amendment will be approved by the City and the potential that review and a decision on the Harbor Square Master Plan may extend into early 2013. Comments regarding the Harbor Square Master Plan can be directed to Planning Department Executive Assistant Diane Cunningham for distribution to staff and the Planning Board and inclusion in the public record.

c. Strategic Planning Process

Mr. Clifton reported the 72 plan actions developed by the consultant have been categorized into 5 main strategic objectives and several sub-objectives. The five strategic objectives will assist with implementing Budgeting for Outcomes in the future. A subcommittee comprised of members of the EDC, Planning Board and City Council will meet soon to review the plan actions and strategic objectives and assign timeframes for each plan action.

d. Highway 99 Enhancement Project

Cultural Services Manager Frances Chapin briefly described the lighting and gateway project for the Highway 99 International District. The groundbreaking ceremony is Thursday, September 27 at 11:00 a.m. The project start date is October 4.

e. Community Technology Advisory Committee (CTAC)

Mr. Clifton reported CIO Carl Nelson, Finance Director Shawn Hunstock, Mayor Earling and he plan to meet to discuss how to move forward with the fiber project.

Commissioner Darrell Haug reported a major business in the City is interested in connecting to the City's fiber optics. Mr. Clifton recognized Mr. Haug for his outreach efforts.

f. Sports Tourism

Mr. Clifton reported the inaugural half marathon on September 16 was very successful with approximately 350 participants. He recognized Parks & Recreation and Police Department staff for their efforts, particularly Recreation Manager Renee McRae who organized volunteers in Councilmember Yamamoto's absence. The economic impact is unknown; many of the participants were local. Other events occurring in the City such as the arts studio tour attracted participants.

g. BD Zones Removal of 15-foot Stepback at City Council (October 2, 2012)

Mr. Clifton explained the BD1 zone allows a 30-foot building height with a 15-foot first floor. The BD2 – 4 zones have a 25-foot building height with an additional 5 feet allowed with a 15-foot stepback at the 25-foot level. The BD5 zone has a 25+5 building height with a pitched roof. City staff and the Planning Board recommended removing the 15-foot stepback requirement. Commissioners can express their personal viewpoint at the October 2 Council meeting. A brief discussion followed regarding building design.

h. Student Representative.

Mr. Clifton reported the City has advertised for an EDC Student Representative, no applications have been received.

COMMISSIONER GARRETT MOVED TO EMPOWER THE CHAIR TO APPOINT A SUBCOMMITTEE TO REVIEW STUDENT REPRESENTATIVE APPLICATIONS. COMMISSIONER HALL SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

8. FUTURE GOALS

Suggestions included the following:

- Architectural Design Board guidelines and an understanding of their role and the process
- Schedule agenda items by priority

9. SET AGENDA FOR NEXT MEETING

Mr. Clifton reported the October 17 meeting will include a joint meeting with the Planning Board regarding the BD1 Retail Zone. He offered to send Commissioners the Council Committee minutes where this topic was discussed and several issues identified. As approved under Agenda Item 7a, the October 17 agenda will also include a presentation/discussion regarding details of the Five Corners and Westgate Special District Studies.

10. MISCELLANEOUS

Mr. Clifton reported the City Council approved an interim ordinance to allow farmers markets in the Downtown Business-BD (BD1-5 zones) and Commercial Business –BC (Antique Mall, WSDOT and former Skippers properties). The Edmonds Historical Museum is interested in a produce only farmers market on Wednesday evenings through November. There are several conflicts in the existing code.

Mr. Clifton invited everyone to a presentation by Roger Brooks on Thursday, November 8 regarding ingredients for outstanding destination tourism and how to get things going now.

11. AUDIENCE COMMENTS – None

12. ADJOURN

With no further business, the meeting was adjourned at 8:06 p.m.