

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
January 16, 2013

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

COMMISSIONERS PRESENT

Evan Pierce, Chair (arrived 7:09 p.m.)
Bruce Witenberg, Vice Chair
John Eckert
Kevin Garrett
Don Hall
Darrol Haug
Marc Knauss
Debbie Matteson
Nathan Proudfoot
Doug Purcell
Gail Sarvis
Rich Senderoff
Darlene Stern
Evelyn Wellington
Teresa Wippel

COMMISSIONERS ABSENT

John Dewhirst
John Rubenkonig

PLANNING BOARD LIAISON

Kevin Clarke

ELECTED OFFICIALS PRESENT

Councilmember Joan Bloom

STAFF PRESENT

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

PUBLIC PRESENT

Ron Wambolt
John Reed

1. OPENING REMARKS

Vice Chair Witenberg introduced and welcomed new Commissioners Debbie Matteson and Teresa Wippel to the EDC. He made the following announcements:

- Joint EDC meeting with the Planning Board on January 23 in Council Chambers to discuss the Strategic Plan
- Public hearing regarding Harbor Square at City Council on January 29 in Council Chambers
- Council retreat in the Brackett Room on February 1 and 2.

Vice Chair Witenberg reported it has been suggested the EDC form a Public Outreach and Communications Committee. He requested during committee meetings this month, each committee select one person to serve on a Public Outreach and Communications Committee.

2. AMENDMENTS TO AGENDA

At Commissioner Haug's request, Vice Chair Witenberg added, "Role and Discussions with Council" to the agenda as Item 5B.

3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF NOVEMBER 26, 2013

COMMISSIONER HALL MOVED, SECONDED BY COMMISSIONER KNAUSS, TO APPROVE THE MINUTES OF NOVEMBER 26, 2013. MOTION CARRIED UNANIMOUSLY.

4. UPDATES & DISCUSSIONS

a. Technology – New Client Status/Financial Info

Commissioner Haug reported the Technology Subcommittee meets with the CTAC occasionally due to overlapping efforts; his report addresses work done by both. He reported on the following:

A. New Customer Progress

- Council approved \$27,000 to extend network to Harbor Square. Now under SR-104 and fiber connected to hotel and building housing Maverick Labels. Termination equipment to be installed and customer testing to begin in next couple of weeks. A new customer located in same building has agreed to test service
- The Windermere building on 5th Avenue has 4 potential customers, estimates for cabling are underway to present proposal to customers. Will consider how to serve both sides of 5th Avenue during the cabling phase
- Another company has expressed interest in extending fiber on 5th Avenue to at least Walnut, talking with 3 businesses in that area interested in connecting
- Chamber of Commerce is now a customer

B. Redundant Network Progress

- Council approved extension of network to Westgate area for service to cemetery and other potential customers. Continuing to evaluate other routing to connect a separate run to Highway 99 to provide a redundant network. WSDOT has facilities near Hwy 99 that may want to share the cost of extending network in that area.

C. Future EDC/CTAC Work

- Council approved \$40,000 to develop and implement a marketing plan (sales strategy). Council also approved \$35,000 to develop a business plan. EDC Tech Team and CTAC will review and provide input to initial RFP for the business plan.
- EDC/CTAC could develop an outreach plan to canvas the businesses in the area of existing fiber to “get the word out” that we are open for business.
- With added customers and the added revenue the financials for the fiber continue to improve. Staff still has the requirement to make periodic reports to Council on finances.

Discussion followed regarding availability of fiber to residences or groups of residences if they are willing to pay the connection fee, a suggestion to make a presentation to DEMA regarding availability of fiber to businesses, and the genesis of EDC Tech Team and CTAC and to whom they report.

b. Strategic Action Plan – Status, Joint Planning Board/EDC Meeting

Mr. Clifton reported the consultant, Tom Beckwith made minor revisions to the Strategic Action Plan; he will provide Commissioners a revised draft tomorrow. A joint meeting with the EDC and Planning Board is scheduled next Wednesday, January 23. The intent was to hold the joint meeting prior to the Council retreat; the Strategic Plan will be on the Council’s retreat agenda. He relayed Council President Petso’s question at last night’s Council meeting that implied more than four Councilmember may attend the joint meeting.

c. Highway 99 Task Force

Vice Chair Witenberg reported the Task Force's January 14 meeting included:

- Discussion regarding an upcoming meeting with Hotel Group on February 7 to gather information regarding the need for a hotel on Hwy 99 and a boutique hotel downtown. The Hotel Group manages hotels around country and is a good source of information.
- Update on the 228th Street project that will connect 228th to I-5 at the Mountlake Terrace Park & Ride/Transit Station, funded by a \$5 million grant that did not require a match.
- Discussion regarding connecting Edmonds Community College and the Korean community. Bob Rinehart and Jim Underhill are working on outreach.
- Update on the Behar project (southeast corner of 220th & Hwy 99). Mr. Underhill and Mr. Clifton are seeking a national chain restaurant for that site.
- Discussion regarding future uses of properties on the south end of Hwy 99 and potential anchor tenants.
- Discussion about vacant property behind the Aurora Marketplace Safeway including whether the Council should consider rezoning that and similar properties that are adjacent to Hwy 99 to provide a transition to single family neighborhood.

Discussion followed regarding Council consideration of subarea plans (Harbor Square, Westgate and Five Corners), areas for which a Master Plan could be developed, goals for the Hwy 99 corridor on pages 63-66 of the Comprehensive Plan, transition zones between Hwy 99 and residential areas, Strategic Plan not an economic plan but prioritizes needs in preparation for Budgeting by Priorities, potential for a hotel near Swedish-Edmonds particularly with SeaWolves at Edmonds-Woodway High School, and a suggestion that the Hwy 99 Task Force discuss areas on Hwy 99 where the topography makes development of retail or multifamily difficult.

d. Highway 99 Enhancement Project

Cultural Services Manager Frances Chapin reported the 228th project will make a significant difference for the area, providing a through road, eliminating the awkward left turn to 76th, and tying into the Hwy 99 Enhancement Project. She reported the poles on east side and seven artist lanterns have been installed. The next phase, concrete work, will be done when the weather improves. One of goals of Enhancement Project was a dedication event when the project was completed to celebrate the International District. She invited anyone with ideas or who was interested in being involved to contact her.

A brief discussion followed regarding use of existing right-of-way for the 228th project, limited private property condemnation for the 228th project, 100% no match grant funding for the Hwy 99 Enhancement Project, and the intent of the lantern streets lights to create a gateway.

e. Tourism

Commissioner Garrett reported the Tourism Committee's focus is identifying opportunities to promote, enhance, and increase tourism. They identified ten areas where there are opportunities to enhance tourism:

- Railroad tourism – people who like to watch trains (railroad fanning)
- Visual arts – from galleries to artists working in studio
- Performing arts
- Working arts
- Marine – waterfront, Port
- Casino gambling on Hwy 99

- Horticultural – programs at Edmonds Community College, the Council approved an ordinance allowing urban farms, examples in Maplewood
- Weddings – change in law regarding same sex marriage and promoting the area as a special/unique location for wedding
- Sports – SeaWolves at Edmonds-Woodway High School, potential for hotel in that area
- Historic – Smartphone app for self-guided walking tour with descriptions and links to other historical resources

Mr. Clifton suggested the Tourism Committee rewrite the description of the Edmonds station on Amtrak’s website.

Ms. Chapin reported a Downtown Cultural Heritage Tour grant she obtained will fund 12 artist-made markers to highlight the 4th Avenue area. The grant will also fund a website. Commissioner Proudfoot explained once the objects are placed on the street, they as well as building details can be added to Google Maps. He explained there are personal level Google maps that can be posted on websites; there is another level where the items are placed directly on Google Maps. He recommended restaurants be identified directly on Google Maps.

Discussion followed regarding a suggestion to identify the location of murals, geospatial marketing, existing self-guided tour maps, having a booth at festivals with maps of the downtown area, the need for a hotel to market the City for weddings, and providing free Wi-Fi downtown.

f. Land Use – Continued BD1 Limited Office Discussion

Vice Chair Witenberg referred to a document in the EDC packet, “Creating a Center for the City of Edmonds that is Thriving, Lively, Strong, Social, Cultural and Economic.” The 20 ingredients for outstanding downtown from Roger Brooks’ presentation will be one of the topics at the Council retreat.

Mr. Clifton explained information on page 3 of the document was related to Mr. Brooks’ advice regarding limiting office uses in BD1. He provided a Permitted Uses table with BD1-5 as well as BD1 GFSF (ground floor street frontage) for Commissioners to use in determining uses that should be permitted as a primary use, permitted as a secondary use, primary use requiring a conditional use permit (CUP), secondary use requiring a CUP or not permitted. He suggested the EDC review the documents, send staff their comments and discuss the matter further at the next meeting. Commissioners were also invited to attend the next Land Use Committee meeting.

Mr. Clifton reported limiting office use in BD1 GFSF will also be on the Downtown Edmonds Merchants Association’s (DEMA) agenda. He has also spoke with some downtown property owners who are very supportive as it reflects their vision for downtown, a gathering place for the community. More property owners need to be contacted.

Planning Board Liaison Clarke expressed concern with the Council’s decision at last night’s meeting to establish a Business Improvement District (BID) that only includes the BD zones and does not include anything west of SR104, excluding the Port, Harbor Square, and Salish Crossing (former Safeway site). He expressed interest in connecting downtown and the waterfront and creating a vision for the community. Mr. Clifton referred to Roger Brooks’ advice to start small with a demonstration project to see how it works and do more in the future if it is successful.

Discussion followed regarding the public’s perception of what is “downtown,” efforts to connect the downtown Seattle business district with the Pike Place Market and the waterfront, ways to get people

visiting Edmonds downtown to the waterfront such as a trolley or bike taxis, differences between the BID and BD1 limited office, redevelopment of South Lake Union, potential ripple effect starting with BD1, Roger Brooks' advice to have separate districts, the BID or retail only in BD1 are starting points, enhancing and improving the pedestrian experience on connecting routes such as Dayton and on Main from the ferry to 6th, potential for development of the post office site to stimulate other development, Economic Development Plan policy to create a retail core, presenting BD1 limited office and a vision for expansion to the Council, establishing a pedestrian loop on Dayton and Main to connect geographic areas, underdeveloped/underutilized parcels on Dayton, and locating non-retail uses on upper floors.

5A. MISCELLANEOUS

Review of Economic Development Ideas List

Chair Pierce explained the document entitled "Submitted Economic Development Ideas" is a list of suggestions he received from Commissioners and Councilmembers. He invited Commissioners to submit additional ideas to incorporate on list and suggested the EDC review the list at the next meeting. Commissioner Hall suggested public restrooms and wayfinding signs be added to the list.

It was the consensus of the EDC for the Public Outreach and Communications Subcommittee to evaluate the list of ideas.

Mr. Clifton reported on the following:

- At last night's meeting, the Council approved an Edmond Downtown BID. The Mayor will appoint an Interim Advisory Board.
- At their last meeting, the Planning Board discussed removing the 15 stepback above 25 feet and possibly extending the BD1 design guidelines to BD2-4. This will be discussed again at a Planning Board public hearing on February 13
- Staff met with Swedish-Edmonds officers, engineers and architects regarding development of a medical campus master plan. It is an exciting 2-3 year plan that may include a parking structure and other buildings and would meet the City's objectives of creating a medical office activity area.
- Bill the Butcher was issued a certificate of occupancy today. Building permits were issued in August 2010. They still need to obtain a business license.
- He wants to hold a meeting to brainstorm potential uses for the Petosa's building if a grocery store is not found for the site. The property is not owned by Petosa's.

Commissioner Proudfoot advised he has the layout for the Amtrak station.

Commissioner Knauss referred to Roger Brooks' advice about branding and imaging and asked whether the EDC planned to discuss that. Mr. Clifton advised some merchants and downtown business owners are meeting to discuss branding. He recalled Mr. Brooks' recommendation to start with a small group rather than a formal organization; it may be good have Economic Development Commissioners participate with the business community. Commissioner Hall recalled Mr. Brooks recommendation not to getting branding involved in the political process.

Mr. Clifton recalled Roger Brooks' presentation also referred to blade signs. Rob Chave and he are recommending to the Planning Board that blade signs be exempted from the overall square footage allowed on the face of a building and staff is discussing ways to streamline the process. Several businesses have expressed interest in a blade sign.

Commissioner Haug suggested inviting a representative from Salish Crossing to be a guest speaker at the EDC as soon as possible.

5B. ROLE AND DISCUSSIONS WITH COUNCIL

Commissioner Haug expressed concern with the amount of time spent on the Land Use item and the amount of redundant comment. He suggested the Chair manage the discussion better to adhere to the time allotted for items on the agenda and to allow discussion of other agenda items. He will request this item be scheduled on a future agenda.

6. AUDIENCE COMMENTS

John Reed, Edmonds, suggested Commissioners review the City's Comprehensive Plan available on the City's website, pointing out there is an entire section regarding the Downtown Waterfront Activity Center that addresses connecting the downtown and waterfront.

7. ADJOURN

With no further business, the meeting was adjourned at 8:10 p.m.