

**COMBINED 2009 ANNUAL REPORTS
FROM THE
CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
AND
PLANNING BOARD**

The City of Edmonds Economic Development Commission and Planning Board, in response to their charge to prepare and submit an annual report, respectfully submit this report to the Edmonds City Council and Mayor Haakenson for review and consideration.

The Citizens Economic Development Commission

On April 21, 2009, the Edmonds City Council passed Resolution 1198 which directed City of Edmonds staff to create an Ordinance, that would, if approved, create a Citizens Economic Development Commission. On June 2, 2009, the Edmonds City Council passed Ordinance 3735, which amended the Edmonds City Code, Title 10, adding a new Chapter 10.75 Citizens Economic Development Commission.

The Citizens Economic Development Commission, consisting of 17 members, is empowered to advise and make recommendations to the Mayor and City Council, and as appropriate to the Planning Board, Architectural Design Board or other Boards or Commissions of the City on such matters as may be specifically referred to the Commission by the Mayor or City Council including but not limited to 1) determining new strategies for economic development within the City of Edmonds, and 2) identifying new sources of revenue for consideration by the City Council, and other strategies for improving commercial viability and tourism development.

Executive Summary

A significant challenge for the City of Edmonds is a long-term structural gap in which revenue growth is slower than growth in expenses. The City of Edmonds will experience a budget deficit that is projected to begin in 2013. Without increases in the City's revenues, taxes will have to be raised, which can potentially put excessive burdens on individual household budgets.

In an effort to find solutions to this problem, the Edmonds Citizens Economic Development Commission (CEDC) and Planning Board hereby submit several initial proposals that should be worked on and completed in 2010. The problem will require a multi-faceted approach; as no single proposed strategy, policy, or program can assure success for our community or fix the problem. All proposals should therefore be viewed as only one piece of an overall economic development program. The proposals lie in the areas of improved land use, attracting new businesses and supporting existing businesses, and development of tourism. These approaches are also intended to support residential development in certain areas and support existing property values. All of these undertakings can be worked on simultaneously during the year.

The Edmonds CEDC and Planning Board requests that the City Council provide feedback shortly after its February 2010 retreat on the following recommended items.

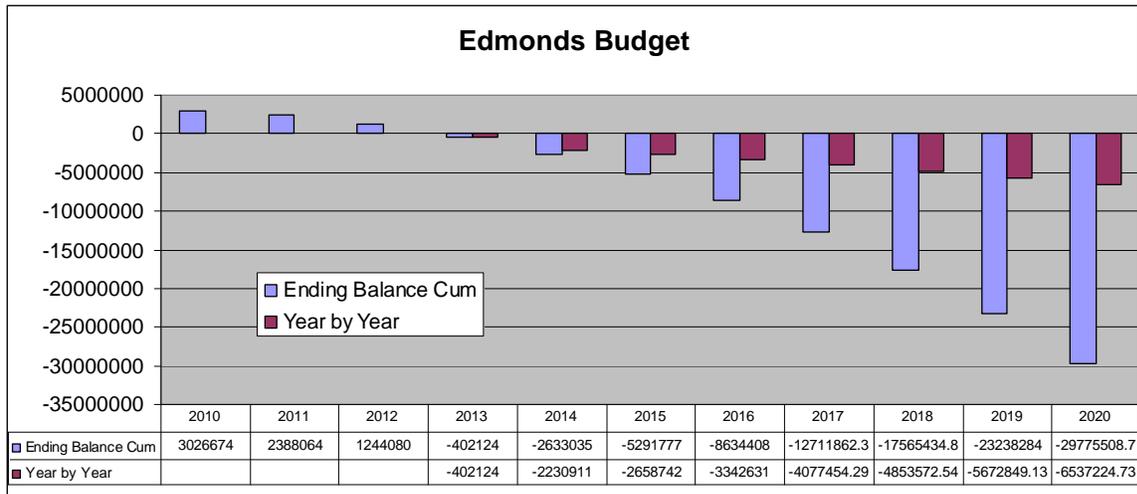
1. Ensure that the City's economic development position can devote full time to economic development activities and adequately fund proposed programs and activities. A focus of this role is to continue to define and promote Edmonds' brand.
2. Commit to developing/reviewing/updating a strategic plan every year, ideally corresponding to the City Council's annual retreat; this includes setting goals and continually assessing progress metrics.
3. Initiate Neighborhood Business Center plans for Five Corners (Neighborhood Center) and Westgate (Neighborhood Community Center) in order to position these areas to attract redevelopment.
4. Support the process to redevelop Harbor Square with public involvement that ensures a balance between generating revenue and addressing environmental concerns. .
5. Initiate and fund a business/marketing plan for the City-owned fiber optic network.
6. Develop a community vision that addresses a balance between quality of life and growth objectives while furthering Edmonds' "green" initiatives.

The Edmonds Economic Development Commission and Planning Board encourage the City Council to actively work in partnership with the Edmonds CEDC and participate in its meetings.

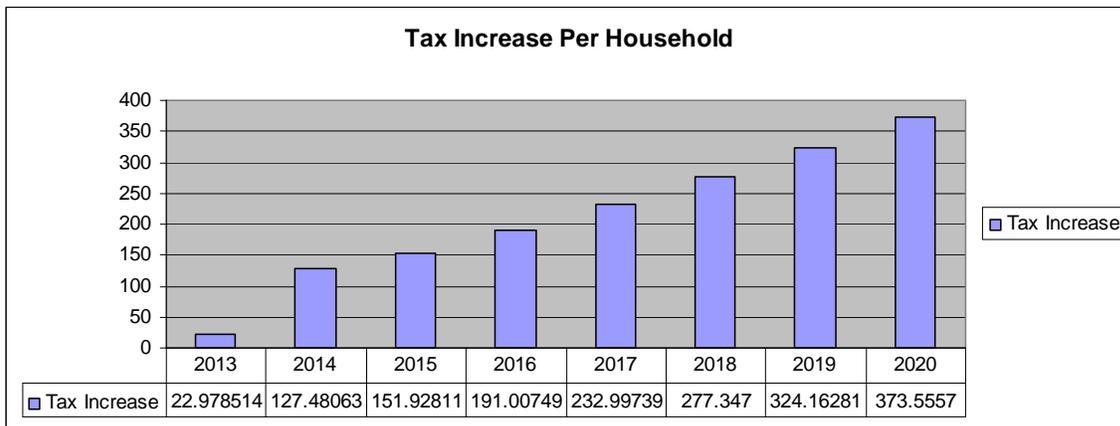
City leadership needs to focus on, and prioritize, major efforts/initiatives that effect the overall business community and quality of life for residents as a whole as opposed to focusing time, energy, and money on less significant issues. It is time act now, i.e., initiate, not react.

What is the problem?

The City of Edmonds projects that annual revenues will fall below expenses in the year 2013 and that the shortfall will increase well into the future. Reserves, including about \$900,000 from the Fire District 1 transaction, will push out the first appearance of a general fund deficit until 2013. The chart below presents the annual deficit as well as the cumulative deficit projected through 2020. By 2020 Edmonds is projecting a cumulative deficit of \$30 million.



What does this deficit mean to City of Edmonds residents? There will need to be either large cuts in basic services provided by the City or large increases in taxes paid to the City. On average an Edmonds household now pays about \$800 annually in property taxes that go to support the City (property taxes are also collected for other purposes such as the Library District, Emergency Medical Services, Schools, Port, Hospital District, etc.). The chart below demonstrates the average increase in property taxes that each household would need to pay to cover the projected deficit. By the year 2020 the average household will need to pay an additional \$374, a 46% increase over today. This equates to a cumulative total of \$1,701 in additional taxes from 2013 to 2020. This assessment only takes into account maintaining services at current levels and does not include additional taxes associated with needed transportation improvements or additional amenities such as upgrading Yost Pool.



Why is economic development important to Edmonds?

Financial stability is of paramount importance to the City because it allows for the successful delivery of services with an eye on the long-term financial ramifications of decisions, particularly given the budget challenges of the past and those projected into the future. Prudent financial decisions can help determine future opportunity and should result in citizens receiving the best possible government for their tax dollar.

The City's economic prosperity and development increases wealth and the standard of living for many who live and work within the City of Edmonds. The structure of the City's economy influences the City's physical development and determines the City's capacity to fund essential services. These factors also support existing residential property values that are important components of City revenue, as well as personal wealth.

Aside from a national or global economic recession, the Citizens of Edmonds deserve predictability and reliability regarding the government services they fund. A strong economy requires a strong, healthy and balanced community as a foundation. Thus, it is imperative that the City of Edmonds position itself to plan for and maintain economic sustainability.

Economic development is a program, a group of policies or activities that seek to improve the economic well being and quality of life for a community, and it includes numerous approaches as no single strategy, policy, or program can assure success for a community. It strives to find balance and synergy between business and residential development that is consistent with quality of life concerns of the citizenry.

As stated within the City of Edmonds Economic Development Plan, "Communities like Edmonds are realizing that there is no such thing as a 'static' or fixed economy; local economies are always changing. They are also impacted by countless forces, such as national and state economic cycles, competition from surrounding cities for desirable businesses, local and regional land use changes, residential and commercial real estate market trends, and other forces. Without change and adaptability, a community can become stagnant or even decline. Successful communities today acknowledge their past and allow a vision for the future to guide them through the changes needed to prosper."

An increasing number of communities around the region have economic development policies and staff. Their community economic development priorities vary widely, but can include, initiatives to create affordable housing; adding employment; downtown or commercial revitalization; small business assistance, business recruitment and site selection; community marketing, branding and promotions; tourism generation; streamlining permit processes; and streetscape projects (includes public art).

What are other cities doing to address the problem?

Edmonds is not alone in facing economic distress in the near future. The CEDC studied what other neighboring cities and entities are doing to address similar issues. During two joint meetings with the Planning Board, representatives from the Snohomish County Economic Development Council, the cities of Lynnwood, Mountlake Terrace and Bothell, and the Port of Edmonds shared information about recent economic development related efforts/initiatives.

The Citizens Economic Development Commission and Planning Board collectively agree that one strong message presented from the guest speakers is that success in the area of economic development requires strong and steady leadership from the City Council, and alignment of goals and visions amongst all who impact the situation.

Additional messages from guest speakers included the following:

- City staff and Council must work closely together, and in support of common goals
- Open community involvement and input is critical to the success of the process
- Public policy is weighed against its impact to economic development
- A positive corporate culture is what encourages collaboration and innovation
- Processes and regulations must be aligned with goals
- Zoning is to be designed to proactively attract new business
- Economic development goals are kept highly visible and tracked for progress and completion
- Community branding is critical
- A City must present and participate in regional forums
- Partnerships between the City and other entities, groups, businesses and organizations are needed in order to move forward in a productive manner
- Compliment, don't compete with other communities
- Sustaining a razor's edge focus on achieving the end goal.

What has Edmonds been doing?

Edmonds has not been idle in recent years either. The community college has been growing and adapting its curriculum to the challenges of the future and has increased its presence in Edmonds, as illustrated by the downtown Conference Center. The Highway 99 Task Force continues to progress. Stevens Hospital is showing positive growth and will enter into a new relationship with Swedish Medical Center that will better prepare it to meet future needs. The council has approved a contract rezone for Firdale Village. The Port has purchased buildings within its office park and begun the process of developing a master plan for the area. Various agencies, including Sound Transit, WSDOT and Community Transit, have initiated and continue to pursue transit improvements on Highway 99 and within the downtown area, providing opportunities for further transit-oriented development. Both public and private initiatives have substantially expanded community access to high-speed fiber optic technology. The City's Economic Development Department has improved outreach to the business community and increased promotion of Edmonds via advertising in many types of publications in addition to contacting PCC and Ace Hardware to encourage their locating within Edmonds. The City acquired funding for a highway enhancements project now in process to create a visual gateway in Edmonds' International District on Highway 99, and the City completed first phase planning for the downtown 4th Avenue Cultural Corridor. All of these and more represent opportunities for the City of Edmonds to begin to solve its budget problems.

What is the Edmonds CEDC Doing?

After six months of meeting as a body and in subgroups, in addition to gathering information from the county, port, and neighboring cities, the Edmonds CEDC has some initial proposals and ideas we believe help prioritize the aspects the City should begin working on immediately.

The Edmonds CEDC cannot stress enough the importance of taking action and initiating programs now. Actions taken by the City in 2010 could take years before they manifest into projects and programs that generate revenue. The City needs to grow its population in a well-planned and sustainable manner. Total revenues from property taxes need to increase without putting excessive burdens on individual households. We need to increase revenues from a variety of sources, not just property taxes. All of these proposals take time, so we must start now because 2013 is just around the corner.

Below we describe the most important proposals/ideas that we recommend the City Council initiate in 2010. We will continue to look for more solutions in 2010 and will work on the ideas that City Council requests the Commission address in greater detail.

1. Find a way for the City's economic development position to devote full time efforts to economic development activities and adequately fund proposed programs and activities. Funds could come, for example, from the Fire District 1 transaction. The priorities of the economic development position should include branding the City to increase tourism; identifying what is unique about Edmonds that attracts people (tourists and new residents) so we can build on those strengths; attracting new businesses and jobs to the City; working with large landowners to overcome the principal barriers to attracting large, quality, clean businesses to Edmonds. The Economic Development Director will also be charged with continually monitoring progress metrics and identifying hurdles to such, especially that which may require council action in a timely manner.
2. The City Council should commit to developing/reviewing/updating a strategic plan every year (and throughout the year, when necessary and appropriate), ideally corresponding to their annual retreat. The City should consider using the services of a skilled strategic planning facilitator to work with the community to develop a vision and strategic plan with active citizen participation. A City of the quality of Edmonds should move forward with a defined strategy. An overarching plan is needed. In addition, that plan needs to be revisited every year to see where the City stands, what has been accomplished and what should be modified. The plan needs to include indicators of achievement. It must involve the citizens in a meaningful way. There are a number of examples of successful strategic planning from our neighbors. There are even funds available to help cities in the process.
3. The City of Edmonds needs to initiate master planning and rezoning for the Neighborhood Business Centers to more easily enable redevelopment and attract innovative and progressive builders. The City should start with Five Corners (Neighborhood Center) and Westgate (Neighborhood Community Center). Neighboring cities are already doing this, and Edmonds will be left out if we are not ready to compete. Developers will choose to develop a site that has appropriate zoning in place rather than risk waiting years for a legislative process to conclude. The City recently approved changes to the Firdale Village zoning regulations, although the process was privately sponsored and ended up being excessively long and complicated. Nonetheless, the rezone was accomplished, and the City can use

lessons learned from this process to develop a more streamlined process for the other neighborhood centers.

Additional areas needing continued attention include the ESCA-Skippers-DOT area west of SR 104 (see item 4), Stevens Hospital (medical center area) and Highway 99 corridor, and Perrinville. Because of the confluence of events and potential public resources available, the City should initiate, and/or work with WSDOT on, a master planning process for the ESCA-Skippers-DOT area west of SR-104. This area presents a unique opportunity for the City to “set the stage” for future public/private partnerships and transit-oriented development opportunities that could significantly enhance the entire downtown area while furthering its economic development needs. Much planning has been done over the years in this area; it is time to put the vision, regulations and infrastructure in place to “get it done.”

4. The City should support the process that the Port of Edmonds has begun to redevelop Harbor Square. The process will involve significant public involvement and should ensure a balance between generating revenue and addressing environmental concerns.
5. The City also has an opportunity to position itself so as to attract businesses that wish to utilize the City’s fiber optics. The City Council should work with the Economic Development and Finance Departments’ efforts to prepare and fund a business/marketing plan related to the City’s ability to utilize its fiber optic system.
6. The City should develop a community vision. Community involvement is essential to assuring the quality of life in Edmonds while furthering Edmonds’ “green” initiatives. In addition, we increase the probability of successful redevelopment of neighborhood centers if the redevelopment responds to the needs of the residents of the neighborhood. We need to develop a vision for the City as a whole, as well as its individual neighborhoods and their centers.

What does the Commission need from the City Council?

The Commission is made up of 17 members of the community who are donating a great deal of time to this effort because of its importance to the future of the City we love. We have all seen too many reports left to collect dust on a shelf. We want to have our work taken seriously and support the City Council in its economic development efforts.

Time is of the essence. To ensure that the remainder of Edmonds CEDC’s tenure is as productive and constructive as possible, it is imperative that the Edmonds CEDC receive confirmation from the City Council that the Edmonds CEDC is moving in the right direction. We agree that it’s important and necessary for the City Council to review the Edmonds CEDC and Planning Board Combined Reports and give us feedback following the February 5 and 6, 2010 Council retreat. More specifically, we request feedback by February 17, 2010 (Edmonds February CEDC Meeting) and ask that the City Council attend this meeting to share your thoughts regarding, and reactions to, our proposals and efforts.

The Commission is unanimous in agreeing that we need the City Council to work with us on economic development efforts and initiatives, and that our work, ideas and recommendations receive prompt attention for the City Council. We request that the City Council also appoint two members, not currently serving as members of the City Council Economic Development Committee, to participate actively on the Commission and carry back to the full Council our concerns. This will result in four City Council members having ongoing involvement in economic development efforts and activities.

Most of all, City leadership needs to focus on, and prioritize, major efforts/initiatives that effect the overall business community and quality of life for residents as a whole. It is time to act now, that is initiate, not react.

Summary

We consider this report interim in nature. The attached appendices contain information on a variety of issues, ideas, potential recommendations and discussions that have been explored to date. All potential recommendations under each charge of Ordinance 3735 will be further discussed/explored/examined by the Economic Development Commission and Planning Board in 2010 upon acceptance and further direction by the City Council.

The Edmonds EDC and Planning Board commit to continue working towards addressing the important charges contained within Ordinance 3735 and we look forward to our tasks at hand.

**APPENDIX
AND
PLANNING BOARD ATTACHMENTS**

Edmonds Economic Development Commission Charges Contained Within Ordinance 3735

1. Determining new strategies for economic development within the City of Edmonds

- The City has an opportunity to position itself so as to attract businesses that wish to utilize the City's fiber optics. For example:
 - Support the City's efforts to prepare a business plan related to the City's ability to utilize its fiber optic system. This is needed before any decisions can be made as to how best to move forward.
- Locally-based business program - Develop a broad-based plan to encourage local businesses. For example:
 - Use and promote available fiber optic networks to encourage 'clean' businesses and home-based telecommuting business start-ups.
 - Extend the idea to encourage local incubator businesses (selling from home), local-food production, etc.

2. Identify New Revenue Sources

- Find a way for the City's economic development position to devote full time to economic development activities and adequately fund necessary programs and activities.
- Establish a specific process, time frame and implementation plan for the sole purpose of identifying new sources of revenue.
- Promote the redevelopment of Hwy 99. The City should do everything possible to facilitate development, including Transit Oriented Development. Planned Action SEPA is one example of tools used to encourage development.
- Create a Redevelopment Plan, via a City driven Master Plan process, in order to reach the goal of eventually redeveloping Old Safeway and Skippers properties. This will provide continuity in development verses a disjointed approach.
- Implement Neighborhood Business Center plans for Five Corners & Westgate during year 2010. These are 'ready' for redevelopment and only need new zoning and development regulations/guidelines. A consultant could be hired by the City to run a public design/planning process and help create and adopt new zoning and design standards for both areas.

- Support neighborhood centers that promote employment, affordable transportation and housing, and capaCity-building services.
- The City has an opportunity to position itself so as to attract businesses that wish to utilize the City’s fiber optics network. Support efforts to prepare a business plan related to the City’s ability to utilize its fiber optic system. This is needed before any decisions can be made as to how best to move forward.
- Recruit businesses looking to expand that have been successful in other Puget Sound cities.
- Form a public/private partnership for business recruitment and retention. The partnership should explore ways to:
 - Expand businesses related to health care, medicine, biotech, medical equipment, etc.
 - Motivate land owners to assemble smaller parcels for redevelopment. There are a number of underutilized lots (Burlington Coat Factory, the storage place) that could be used to attract more lucrative businesses.
 - Focus businesses towards larger sites: family oriented restaurants, commercial center retail, and one or two larger retailers (big box)
- The City could explore modifying zoning along the edges of downtown to allow residential on the first floor in buildings where the street level has spent long periods vacant. These sites/units could serve as Live-Work sites until the area can fully support 100% commercial.
- Implement Transit oriented development (TOD) tools to support Downtown/Waterfront and Highway 99 Corridor areas in concert with regional transit providers.
- Review ways to promote more use of public rights of way, i.e., sidewalks for cafes, short time sales, art displays, etc.
- Review City light industrial zoning and capacity

3. Increasing Tourism

Tourism is the fastest growing and one of the top three industries in 49 of 50 states and in every Canadian province. Tourism is an economic development activity that helps diversify the local economy, creates jobs and business opportunities, and lastly, a City’s front door to its non-tourism economic development efforts.¹

The City of Edmonds Economic Development Department has significantly increased the visibility of the City of Edmonds since November of 2007, as demonstrated by the following list year 2009 publications, website and miscellaneous items where advertisements were placed:

- 2009 Greater Seattle InfoGuide

¹ Destination Development, Inc. "The Art of Branding a Community". by Roger Brooks.

- 2009 Snohomish County Visitor's Guide
- 2009 Community Trade and Economic Development Official Tourism Guide
- 2009 Washington State Hotel and Lodging Association Official Tourism Guide
- ExperienceWA.com – Washington State's official tourism website
- 2009 City of Edmonds Community Calendar of Events
- Public Art Review (National publication – Spring/Summer)
- Alaska Airlines (May)
- Southwest Airlines (April)
- Vancouver Magazine (April)
- 2009 Washington Festivals and Events Calendar
- QFC Pharmacy Bags (Jan – august, 2009)

City staff have also worked with a number of publications and feature articles about the City of Edmonds were published in the following magazines and newspapers:

- "Downtown Edmonds" -- Seattle Premier Monthly Magazine – March, 2009
- "Discover Edmonds.....a ferry-tale City" -- 425 Magazine - April, 2009
- "Downtown Edmonds has changed a bit since the 1960s — in good ways" – Seattle Time, January 5, 2009
- "Cruising in Puget Sound, Port of Edmonds" -- Northwest Yachting Magazine – November, 2009
- "Write on the Sound writers' conference" – Writer's Digest – September, 2009

The City of Edmonds Economic Development Department Director has indicated he has initiated additional programs and tasks to improve tourism. City staff have secured website domain names, e.g., VisitEdmonds.com for the purposes of marketing, and to eventually provide direct links to the City's Visitor's Guide with the goal of creating a tourism website.

As of December, 2009, the City of Edmonds is now a member of Seattle's Convention and Visitor's Bureau (CVB). As a member, the City of Edmonds will be included in each CVB publication and now has an opportunity to distribute brochures at the Convention Visitors Information Center.

City staff is reviewing the need to hire a web master to develop a tourism website while at the same time working with the Chamber of Commerce to ensure that effective messages and information are contained within the website.

The City's Economic Development Department in partnerships with the City's Cultural Services Division, and other entities and organizations throughout the City and region, will work to promote and sustain a vibrant cultural community. According to the City's Community Cultural Plan (2008), this will be done by:

- Building upon Edmonds' identity as a cultural destination
- Encouraging effective partnerships to support cultural opportunities
- Developing cultural facilities
- Increasing visibility and accessibility of cultural events, and

- Broadening community involvement and participation.

Areas the Economic Development Commission Planning Board wish to explore and study further include:

- Branding Edmonds. The Economic Development Commission and Planning Board also see the need to initiate a process to brand the Community. This is not the same as developing a slogan or logo. Branding is about perception, i.e., what people think of you, not what you say you are. A branding exercise is a chance to define the City's identity resulting in a consistent and compelling theme and focused message to create interest in the City of Edmonds as a destination for businesses and visitors.
- Creating a Tourism Web site
- Ways to make Edmonds the Northwest Arts Capital
- How to attract a more diverse demographic, e.g., age, income, culture, etc., to the City of Edmonds

4. Improving Commercial Viability

If the City can better enable businesses and other employers to grow and improve, the benefits accrue not only to the people who hold those jobs, but also to the employers who sell the products and services those people create and the communities that can grow as a result of that economic activity.

The extant general language about building up the neighborhood centers needs to get turned into explicit zoning changes if redevelopment is to happen. A developer does not want to come to the City and spend a year or more facing the uncertainty of whether or not a parcel will be rezoned for redevelopment. The City needs to have the zoning in place to attract a developer, not wait for business to come along and request a rezone. Other neighboring cities are doing this during this economic downturn. Edmonds must or the City will be left behind when the economy improves.

- Implement Transit Oriented Development plan for Hwy 99 and Downtown. Could be two separate items. Hwy 99 takes advantage of high-intensity use areas and BRT initiative. Standards for transit-oriented development tied to incentives (e.g. reduced or more flexible parking standards, priority or discounted permitting) for development. Downtown would be tied to Sound Transit, CT, etc. development. Public/private partnerships should be explored with Sound Transit, WSF, etc.
- Identify priorities and commit to ongoing effort to simplify and streamline City regulations and rules. These should be aligned with an adopted Strategic Plan (see above).
- Advocate for process improvements to simplify and improve interactions with small business
- More efficient regulation. This is not about lowering the City's regulatory standards, but rather about improving the efficiency with which they are implemented.

- Expedite permitting that meets primary objectives and one stop permit guidance for new locating businesses

Overall Recommendations

- Strategic Planning – City Council should commit to developing/reviewing/updating a strategic plan every year, ideally corresponding to their annual retreat. Purpose would be to set/confirm priorities within the Strategic Plan and link those to the City’s adopted Budget, Economic Development Plan, Community Sustainability Plan, Capital Facilities Plan, Capital Improvement Plan, Transportation Plan, Streetscape Plan, Parks and Recreation Plan, Cultural Plan, and long range planning efforts.
 - Explore ways to devote staff, time and funding to long-term strategic planning, its relation to budgeting, and develop a plan for implementing a long-term strategic plan.
- Government actions and policies significantly shape the City’s business climate.
 - City leadership needs to focus on, and prioritize, major efforts/initiatives that effect the overall business community and quality of life for residents as a whole as opposed to focusing time, energy, and money on less significant issues.
 - It is time to initiate, not react.
- Improve left turns from Hwy 99 and improve highway crossings, including pedestrian crossings
- Support increase in Economic Development Department budget necessary to recruit, retain and expand businesses
- Time is of the essence. The City needs to start laying the groundwork for economic development immediately. A portion of the savings from reducing expenses of the Fire Dept. should be spent on economic development activities, not set aside for the future.
 - The savings could be used to hire consultants to help staff achieve many of the ideas raised in this report.
- Edmonds should adopt economic development as one of its goals.
- Edmonds is no longer a bedroom community. Continuing to function as a City that is heavily dependent on residential revenue will damage the City in the long run. The City needs to diversify its tax base with a more balanced residential/commercial mix.
- The City Council, Mayor, City staff, Chamber of Commerce and other organizations need to work together in support of common goals.

Prepare, adopt and expand upon existing Economic Development Plan policies that support a diverse, innovative, competitive, entrepreneurial, and sustainable local economy

Attachment 1

PLANNING BOARD Report to City Council

January 19, 2010

INTRODUCTION

The Edmonds Planning Board is charged with the task of reviewing and considering strategies for economic development in conjunction with the Citizens Economic Development Commission as set forth in Ordinance 3735. These strategies are to be developed from a land use perspective given that our role as a planning board is to address land use issues. The overall intent is to improve commercial viability, tax revenue base, and tourism activity within the City of Edmonds all of which contribute to the quality of life of our citizens.

BACKGROUND

Our city, region, and the nation are reeling from an unforeseen economic downturn. Market conditions are making it extremely difficult to rebound in ways that normally get us back on track. Reliance on real estate taxes and automobile sales taxes, two of our largest contributors to city revenue in the past, are no longer saviors for our current condition. It's no longer business as usual so we must get innovative, look to see what's working and what's not around us, and create the change that's needed in how we do things in this city. While the Planning Board will undertake studies, analyses and strategies designed to contribute to both economic and livability sustainability conditions within the City, we believe that the Council needs to provide leadership and proactive participation [partnering] in the process in order to enable realization of any such developed plans.

The 60-plus membership of last Spring's budget levy committee reported to the Council with the key findings that a levy measure should be enacted by the Council to supplement the city's budget or the next 6 years. Additionally, the universal recommendation was then (and remains so today) that both plans and strategies for the future economic health of Edmonds should be led by the City Council.

Mayor Haakenson reported on 12/30/09 in the media that: "If we do nothing, we will find ourselves in the same position in 2014 that we found ourselves in 2009." If we do nothing, State and Federal mandates via the Growth Management Act will force decisions upon us without our input, and we will be facing outcomes that most if not all of us would not want especially around the transportation nodes.

To address this deteriorating situation in light of a bleak economic forecast throughout our State and Country, we recommend that the City Council study the need to put to the voters a tax levy in 2010 to address both budget recoveries and 'kick start' economic development and revenue generation plan implementation within the City. With leadership and commitment from City Council, this first step must be taken and many more steps toward creating diverse revenue streams need to follow through our joined efforts.

SHORT AND LONG TERM PROPOSALS UNDER STUDY

Rationale

Strategies and approaches are being addressed by the Planning Board which are intended to contribute to sustainability of the City *in all aspects* [economic, environmental, livability]. Economic development and effective fiscal management of the City should be undertaken by City Council along with skillfully guided grassroots efforts as a contributing force. The function of our Board is to study and recommend plans and guidelines regarding land use in conjunction with their associated Codes and the Comprehensive Plan for the City. We can only conduct action as set forth [enacted] by our elected leadership—the City Council. We must be partners in action if we are to accomplish what is needed.

Commitments made by City Council towards a more sustainable Edmonds

Resolution 1168 (April 2008) - established the City of Edmonds Sustainable Building Policy, established a LEED silver standard for certain remodels and new City buildings and facilities, emphasized life cycle cost analysis.

Resolution 1169 (April 2008) - joined the Cascade Agenda as a Member City, endorsed Cascade Agenda principles of making the City complete, compact, and connected

Resolution 1170 (April 2008) - committed to a set of environmental principles, policies and goals for future action; emphasis on City taking a leadership role in addressing climate issues; and recognizing key role of education, transit and TOD in a complete and coordinated policy framework

December 1, 2009 Mayor signed a contract with Cascade Land Conservancy to become a Cascade Agenda Leadership City. Becoming a leadership city will allow CLC to partner with Edmonds as well as conduct a livability assessment that considers the City's policies and programs and compares them to other leadership cities to identify things Edmonds is doing that could work in other cities and to share things other cities are doing with Edmonds.

Planning Board Suggestions

Strategies and goals listed below are those the Planning Board can support and work with City Council on as needed:

- 1) The City should encourage and enable a renewal of 'appropriate' branding' for Edmonds. [*likely led by the business community*]
- 2) Assign timeline and dollar allocations to both create and carry out a strategic plan towards stated goals. Some goals will take a long time (5-10 years) to implement. Set up a SWOT (strengths, weaknesses, opportunities, threats) analysis to track progress.
- 3) City must provide and 'couple' budget funds annually with established action plan (implementation) in order to produce real trackable results. If the City does not undertake responsible growth plans, other governing agencies may very well do so on our 'behalf'

4) City will need Code and Comprehensive Plan revisions to enable meaningful commercial development in the immediate as well as long-term future within the City.

5) Plan implementation strategies should provide for linkage between future development and/or redevelopment of applicable available areas within the City; ie. Port of Edmonds Harbor Square Master Planning with development of remaining waterfront area(s).

6) Address and provide any linkage necessary between Edmonds Sustainability Element strategies developed and Puget Sound Regional Council (PSRC) Vision 2040 plan as related to WA Growth Management Act (GMA) currently projected to (only) 2025.

7) Support and coordinate through your leadership, interest groups, citizens' committees, and various functions within the City that are actively pursuing plans and strategies to enhance aspects of the quality of life and sustainability of our city:

1. City Parks, Recreation and Cultural Development [Yost/Aquatics, new parks, 4th Ave. Arts Corridor, Interurban Trail]
2. South County Senior Center
3. Civil Service Commission
4. Public Facilities District
5. Port of Edmonds [Yacht club, Harbor Square Master planning]
6. Historic Preservation Commission [increased elements identification]
7. DEMA [sponsored events, linkage of merchants]
8. Economic Development undertakings by the City.
9. Lead and sub-groups under Transportation Plan
10. Edmonds in Bloom
11. Edmonds Arts
12. Rose House/Center for Creative and Humanitarian Endeavors
13. Edmonds Conference Center
14. Edmonds Mural Society
15. Rotary Club of Edmonds
16. Edmonds Center for the Arts
17. Edmonds Historical Museum
18. Edmonds-South Snohomish County Historical Society
19. Sustainable Edmonds
20. Friends of the Library
21. Friends of the Marsh

Attachment 1.1

PLANNING BOARD **APPENDIX** to Report to City Council

Jan. 19, 2009

Resources and Presentations throughout 2009 geared to Planning and Sustainability

PB 4/8/09 Retreat

PB met as a group for extended discussion on history, trends, and desired direction for planning purposes over the course of 2010. The Board is committed to the long term goal of creating a sustainable city from an environmental, economic, and livability standpoint. The Board sees the need to work collaboratively with the City Council in both planning and realizing actions to achieve sustainability goals and is willing to investigate and study a number of factors that have been impeding efforts to keep pace with surrounding communities as population grows, resources become stretched, and infrastructure and buildings age. The Planning Board suggested three goals to focus on:

- 1) Developing a vision for Edmonds and potentially going through a branding process for the city
- 2) Continued utilization of sustainable practices towards efficiency, longevity of, and livability within the city
- 3) Addressing and reconciling political issues impacting productive plan(s) and implementation thereof

PB 6/24/09 Meeting

Jennifer Gerend, the city's prior Director of Economic Development, presented an overview of opportunities and challenges for us to consider.

Opportunities

- 1) Promote mixed use development in neighborhood "nodes" (Firdale, 5 Corners, etc.)
- 2) Downtown could be enhanced for pedestrian shopping zone
- 3) Bolder marketing efforts when development plans are viable and progressive

Challenges

- 1) Hwy 99 needs "more generous development regulations"
- 2) Building height limit possibilities for innovative development
- 3) Need better balance of zoning/Development Code(s) and financial feasibility of projects

Stephen Clifton, the city's current Director of Economic Development, talked about the status and opportunities relating to transportation and land use in downtown and waterfront areas. Listed are a number of

influences by involved and related parties that make decisions regarding these areas difficult.

- 1) Ferries
- 2) BNSFRR
- 3) WSDOT
- 4) private property owners
- 5) Port of Edmonds
- 6) Public

Opportunities

- 1) Potential public/private development proposals could emerge
- 2) City could take lead in preparing defined development guidelines and SEPA processing ahead of development in order to shape overall goal(s) for the area

PB 7/8/09 Meeting

Fiber optic system opportunities were presented whereby the public involved in commercial or business enterprises could foresee the possibility for access to and utilization of the system. This sounds like a worthwhile investment for the city.

Community Transit presented on planning and opportunities (see detailed plan). The following are major future corridors under consideration:

- 1) 196th St. (Rt. 524)
- 2) 76th Ave
- 3) Rt. 104/Edmonds Way
- 4) Waterfront Transportation

PB 7/22/09 Meeting

A presentation of City of Edmonds Highway 99 Enhancement Project Report (6/22/09 update to 4/7/04 Report) revealed a number of positive ideas and visualizations of what be accomplished along that stretch:

- 1) “Activity Center” concepts envisioned along the Edmonds portion of the route
- 2) Becoming more transit-oriented especially with upgraded bus system
- 3) Collaboration opportunities with Lynnwood and Shoreline
- 4) More focus on DESIGN needed including green building and redevelopment

Projects in the pipeline

- 1) Edmonds Green
- 2) Top Food and Drug
- 3) ID Artwork

- 4) SWIFT Transit System (Community Transit)
- 5) Burlington Coat Factory

PB 9/9/09 Meeting

Presentation of the North King and South Snohomish Counties Regional Mitigation Plan for Natural Hazards which pointed out notable exposures for Edmonds:

- 1) Recurrent flooding of Dayton/Waterfront area plus
- 2) Potential rising sea level due to climate change predictions
- 3) More frequent land/mud slides likely in certain locales within city

It is important to point out that there is no dedicated funding associated specifically with the plan at this time.

PB 10/14/09 Meeting

The Sustainability Element of Comprehensive Plan (File #AMD2008009) was presented and discussed. Sustainability is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainability is not solely focused on environmental sustainability; it also emphasizes the inter-related nature of environmental, economic, and social factors. The Sustainability Element establishes a framework for creating short term (2 yr) budget goals, a 3-5 year strategic plan, and a long term (20 yr) comprehensive plan with corresponding goals. It serves as a lens through which policy decisions are made as Edmonds strives for economic and environmental sustainability as well as social equity for the future of the city. There are 4 major elements:

- 1) Climate Change
- 2) Community Health
- 3) Environmental Quality
- 4) Implementation

Citizen's comments were offered and included some of the following specifics that were also discussed by planning board members:

- 1) Enhance attractiveness of city to younger people
- 2) Possibly have a year-round farmers market
- 3) Concerns about Edmonds marsh preservation and creating public access
- 4) Concerns about rising water levels in Puget Sound due to climate change
- 5) Climate Action Plan is being worked on by the Mayors Climate Protection Committee

(See minutes for more data discussion—actually over many PB meetings)

PB 10/14/09 Meeting

Presentation of Department on Edmonds Parks, Recreation and Cultural Services Plan for 2009–2015. The body of this report indicates that the plan's elements have either funding sources associated or identified within.

PB 11/4/09 Meeting

Capital Facilities Update for 2009-2015 to City's Comp. Plan

Citizens' Advisory Committee for Transportation proposed an increase in funding for TBD (voter approval required)

Friends of Edmonds Marsh

- 1) Habitat preservation/enhancement
- 2) Daylighting of Willow Creek to Sound discharge
- 3) Increase/enhance public access and use

Edmonds Bicycle Advisory Group is promoting infrastructure improvements towards convenience and safety of bicycle exercise and transportation. They are seeking grant funding for these projects to supplement city funding.

PB 12/9/09 Meeting

Presentation of the City of Edmonds Climate Action Plan: an outcome of the Mayors Climate Protection Committee. This is a strategy plan that provides a framework for action items leading to potential reduction of greenhouse gases within Edmonds. It will serve as an adjunct to recently approved Sustainability Element within the Comp. Plan. The following are areas of focus within the plan element:

- 1) Transportation and land use
- 2) Lifestyles
- 3) Buildings
- 4) Environment
- 5) Economy
- 6) Community Outreach and Empowerment