

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF WORKSHOP DINNER MEETING

Monday, April 7, 2014
5:45 p.m.

Conference Room 303 - Shoreline City Hall
17500 Midvale Avenue North

PRESENT: Mayor Winstead, Deputy Mayor Eggen, Councilmembers McGlashan, Hall, McConnell, Salomon, and Roberts

ABSENT: None

STAFF: Debbie Tarry, City Manager; John Norris, Assistant City Manager; Dan Eernisse, Economic Development Program Manager; Jessica Simulcik Smith, City Clerk; Bonita Roznos, Deputy City Clerk

GUESTS: Chris Mefford, President and CEO of Community Attributes

At 5:48 p.m., the meeting was called to order by Mayor Winstead.

Dan Eernisse, Economic Development Program Manager introduced Chris Mefford, President & CEO of Community Attributes to provide Council a perspective on economic and demographic forces affecting the region. Mr. Mefford has a background in economic analysis, housing and forecast modeling, and municipal, commercial and regional development.

Mr. Mefford presented employment forecasting data and stated jobs in the region are anticipated to grow from 1,856,800 in 2013 to 2,190,700 in 2020. He stated information and technology related jobs are expected to increase and noted a decline in aerospace industry jobs. He discussed the impact of corporate headquarters in the region and commented that some of these workers have a transferable skill set which provides an opportunity to move among companies without the need to relocate to a new area. Councilmember Salomon commented on the educational attainment of this workforce. Mr. Mefford responded that there is a network of jobs people are capable of performing which creates a talent pipeline enabling workers to transfer between companies. He explained the recent team dynamic that allows workers to transfer skills across products which limits the need to hire new workers. Deputy Mayor Eggen commented that small companies with software products benefit from the large companies like Microsoft and stated they are no longer present in the area. Ms. Tarry commented that without a viable job center, growth cannot be reflected or anticipated in the forecast. Council addressed the need for understanding the economic impact corporate headquarters have on the region.

Mr. Mefford presented demographic data on the population growth for the region. He stated non-white populations are moving to the “exurbs”, and commented on the international

economic development effort on Highway 99 in the cities of Edmonds and Lynnwood. He stated low income households earned less than \$15 per hour. He presented a map of property values for the region and cited that costs range from less than \$2 per square feet (golf courses) to more than \$80 per square feet. He stated rentals and private property are able to pay for structural parking typically at \$40 per square feet. A historical analysis on regional land price points was provided. Mr. Mefford commented on the difficulty in justifying higher rents in Shoreline because of its proximity to low cost land. Mr. Mefford recommended taking inventory of local assets for economic development planning and collecting cultural concentrated data to track where people work, job to housing ratios, and identify where Shoreline exports its labor to. He recommended investigating if current rental revenue justifies new construction, if housing in the area is affordable, and identifying the type of development rental revenue will support.

Mr. Mefford presented the following strategies implemented by the City of Sammamish to promote their Town Center development and to justify the increased price of the land: efficient permit and plan review process, addition of structural parking, LID and storm water accountability, off-sight infrastructure investments, changing allowable density base requirements, and changing affordable housing unit requirements. Councilmember Roberts inquired how aggressive should municipal tools be applied to encourage development. He stated the strategies could be layered-in or offered as a comprehensive development package. Councilmember Salomon suggested rezoning of 195th and 145th streets.

Council commented on the need to provide incentives to developers to promote economic development.

At 6:53 p.m. the meeting was adjourned.

Bonita A. Roznos, Deputy City Clerk