



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

AGENDA

Tuesday, October 14, 2008

7:30-9:00 a.m.

LOCATION: Spartan Recreation Center

<u>Time</u>	<u>Agenda Item</u>
1. 7:30	Welcome/Review Agenda (<i>Rick Stephens, Committee Chair</i>) <ul style="list-style-type: none">• Introductions of Committee Members• Bob Olander, Shoreline City Manager, Fircrest Site- EDAC to consider other uses and solutions besides what has been proposed by the State Task force• Mark Mayuga, EDM- planning and formatting of Small Business Workshops in partnership with CCD(Community Capital Development) and the SBA(Small Business Administration), Shoreline Community College
2. 8:00	Review the Results of the Three Person Team Matrix Visioning (<i>Rick</i>) <ul style="list-style-type: none">○ Short-, mid-, or long-term Strategies Matrix○ EDAC's Priorities Matrix○ Review Council's 2008-09 Goals
3. 8:40	Top Two Action Items (<i>Rick, Mark</i>) <ul style="list-style-type: none">• Subcommittees to Summarize Visioning Process of Action Items
4. 8:55	Wrap-up (<i>Rick</i>) <ul style="list-style-type: none">• Identify Next Steps• Next Meeting November 11th

Economic Development Advisory Committee (EDAC)

Meeting Summary Notes

Tuesday, September 9, 2008

Committee Members Present: Chair Rick Stephens, Vice-Chair Dick Nicholson, Jim Abbott, Paula Anderson, Wade Carter, Joo-Sun Choe, Wendy DiPeso, Susan Hoyne, Dan Mann, Greg Olson, Larry Owens, Greg Price, Martin Rood, Elaine Solberg

Committee Members Absent: Andy Anderson, Michelle Cable, Craig Degginger, Dale Horton, Warren Johnson, Thomas Nasky, Ken Winnick

Visitors: LaNita Wacker

City Staff Present: City Manager Bob Olander, Assistant City Manager Julie Underwood, Management Analyst John Norris and Economic Development Program Manager Mark Mayuga

EDAC Chair Rick Stephens called the meeting to order at 7:40 am.

Introduction of New Economic Development Program Manager:

City Manager Bob Olander introduced Mark Mayuga, the City's new Economic Development Program Manager, to the EDAC members. Mark then provided a summary of his past work experience, and the EDAC members then introduced themselves to Mark while sharing information about themselves and their interest in Economic Development issues.

Review the Results of the Matrixes:

Assistant City Manager Julie Underwood began by handing out the newly adopted 2008-2009 Council Goals and requested that EDAC members refer to Goal #2, which is a continuation of the former Economic Development Council Goal. Management Analyst John Norris then walked the committee members through the two matrixes that had been handed out them in their packets. A discussion was then held about the EDAC priority matrix and how the action items at the top were prioritized by committee members.

Top Two Action Items:

Chair Rick Stephens then proposed that the EDAC members form subcommittees to further investigate the two highest priority action items at the top of the matrix. Members were asked if all subcommittee groups should look at the top action item, or if half of the subcommittees should look at the top action item and the other half should look at the 2nd highest priority action item. It was determined through consensus that six subcommittee groups made up of three EDAC members each would all look at the highest priority action item and then report back to the committee on their findings in October. This action item is to "Explore ways to leverage the City's capital investments in transportation and other infrastructure facilities, especially Aurora Avenue, to support and encourage private reinvestment in commercial areas and the achievement of public

goals...” Rick handed out recommended committee assignments, which did not receive any objections from committee members. It was also recommended to committee members that they look at the recently adopted Housing Strategy and Sustainability Strategy to keep in mind some of the goals and/or initiatives in those plans when describing how to implement the highest priority goal. Finally, it was stated that the subcommittee process would be that subcommittee members meet to discuss how to implement and move the action item forward, take notes on this discussion and send to City staff before the next EDAC meeting so that staff can compile the comments for the next meeting, and select a person from your subcommittee to report on the results at the next EDAC meeting.

Wrap-up:

It was also mentioned to committee members that they could keep the “Shoreline Best Neighborhood” grocery bags and that if they wanted a CD with an electronic version of the Shoreline Best Neighborhood logo, John had them available at the meeting. The meeting was adjourned at 8:55 a.m.

The next EDAC meeting will be held Tuesday, October 14th at 7:30 am.

Top Two Action Items Subcommittee Notes

Committee A: Jim Abbott, Susan Hoyne, and Wendy DiPeso:

September 17, 2008 EDAC subcommittee meeting

Stated goal:

Explore ways to leverage the City's capital investments in transportation and other infrastructure facilities, especially Aurora Avenue, to support and encourage private reinvestment in commercial areas and the achievement of public goals.

These investments benefit businesses in that they tie these areas together, they make both these areas and the main travel corridors more attractive, and they make the system function better.

Promote a culture whereby city staff persons have good information about and an understanding of businesses' needs.

Encourage business and government together to plan adequately for various circulation, parking and access issues.

How

- 1) Leverage investments in transportation and encourage business and government together to plan adequately for various circulation, parking and access issues:

Have the City authorize the party responsible for setting the timing of the lights to reset them to reduce the bottleneck that currently occurs.

Get donations from large corporations to obtain our own circulator bus to provide East West connections. Susan Hoyne suggested if we had a circulator bus system she would like to include a program where students who show their ID to the bus driver get a free or reduced fare.

Tell Sound Transit they need to give us Bus Rapid Transit instead of light rail. It is cheaper, more flexible and could be up and running in two years and will actually reduce congestion assuming the routes run about every 15 minutes, are clean and safe.

According to ST own documents, at full build out congestion will increase dramatically both on arterials and on side streets. We are already paying for something we are not going to get. I have a copy of the documents that provide these statistics that ST came up with.

Meet with small business leaders to discuss transportation issues and get suggestions on locations for circulator bus stops.

Functionality of the Aurora Corridor

Where the Aurora Corridor has already been upgraded, meet the business owners and property owners jointly.

- a) Find out how the businesses are doing financially. Are there resources available to help them do better? Do their businesses need better sign-age? Sprucing up?

Suggest to City Council to amend the ordinance on signs to allow larger sign-age

Take Mark Mayuga up on his offer to advise small businesses on how they can be more successful. See if the Business Incubator Program and SCC can play a role. Washington State University may also be an asset.

For vacant property - contact the property owners, if the property has an active lease but is still vacant see if the party holding the lease would like to get a tax write off by allowing non-profits to use the property for the time being.

Find out if the property owners want to redevelop the property.

If so, determine what the highest and best use for that property would be. (Highest and best does not necessarily equal the biggest return from construction or biggest return from retail sales or taxes. Other elements need to be taken into consideration such as:

- 1) How does this property connect to its neighbors?
- 2) What are the traffic and water run off impacts?
- 3) Is there a way to develop the specific property to retain water for reuse and recharging the land beneath the development?
- 4) Will the development provide a public service?
- 5) Will the development be a place conducive to people connecting with one another on foot?

Other infrastructure facilities, especially Aurora Avenue, to support and encourage private reinvestment in commercial areas and the achievement of public goals:

Continue talks with the Shoreline School District regarding Shorewood High School Property. It is a large enough piece of property that it could be developed into a model similar to Third Place, with two levels of retail and restaurants, living space above, open space for gathering. It could be a model development with input from SCC for energy efficiency, and zero water run off from the site.

Such a development would have a positive impact on surrounding business community. It would help make Shoreline a destination location. Located close to I-5, 99 and the new City Hall it could be the physical center of Shoreline.

With the exception of Sears Plaze, Existing properties along Aurora both where the corridor upgrade has been completed and where it is yet to take place, most of the properties are too narrow to redevelop into living space above with retail below. The retail area would remain largely vacant as there would not be enough floor space to generate enough income to meet the high rents.

Redeveloping into housing only along Aurora would result in increased traffic, reduction in the small business base which accounts for most of the tax income for the city, and reduction in walkability as people would have to drive everywhere to make their purchases.

Better to support the existing business and redevelop the larger parcels such as Shorewood High School. Those locations can serve as anchors for the business community.

One of the long range goals of the Green Business Program is to provide a rotating fund that businesses can use to make capital improvements such as better insulation, more efficient HVAC systems, solar hot water or power and water friendly landscaping. This is another way that we can support the Small Business Community.

Promote a culture whereby city staff persons have good information about and an understanding of businesses' needs.

Reduce the City Council Travel budget and provide more funds for staff education. There are always free lectures at UW and WSU from experts familiar with the building techniques used successfully in Europe in cities that have a high population density, but the cities themselves are vibrant and livable.

The use of green roofs and walls reduces the need for cooling in summer and heat in winter. It reduces water run off, reduces noise pollution and provides a pleasant view to those living in close proximity to their neighbors.

Currently we have new apartment complexes sitting vacant here in Shoreline. More high density units are going in at Echo Lake.

Building along the European model will make high density neighborhoods attractive instead of repulsive.

By using public private partnerships and Grants the cost of building green can be offset. We may even be able to have LOW income housing (vs market rate which people can't afford)

I asked Joe Tovar if a developer wanted to do such a project, whether our current codes would allow it. Joe replied that we are currently working with outdated tools (codes). After the visioning process the staff and Council will work to integrate the Housing Strategy, Economic Development and Sustainability strategy goals into the codes.

Support legislation whereby when a small business is being impacted by City Codes that they have recourse similar to law passed by the State.

Additional tools suggested by Jim Abbott at the meeting:

Contract rezones were thrown out by the City Attorney after a particularly bad experience. The language was so broad in the contract that the Developer and the City had very different interpretations of what was expected of each other.

Contract rezones if done with more specific language is a tool that could effectively work in the best interest of the community and better for the developer as well. In a contract rezone the developer is able to present the specifics of a desired project up front. A design review process takes place, typically there are two per project.

A Design Review Panel could be set up with three volunteers consisting of professionals familiar with what is needed such as a landscape architect, building designer etc.

The City Planners and the public also provide input.

A design review needs to be done soon after submitting plans to reduce cost to the developer (within 60-90 days)

Wendy reported that at Planning Department meetings where rezones are processed the issue that comes up repeatedly is that the Planning Commission has no idea what the developer has in mind when they ask for a rezone. Without an understanding of what may be built, the Planning Commission has difficulty assessing potential impacts to the community.

A contract rezone would allow the Planning Department to do their job more effectively to protect and enhance the Shoreline Community, as long as any contract rezone with vague language is turned down with a request for more specific language from the developer.

That concludes our report.

Subcommittee B: Craig Degginger, Dale Horton, and Greg Olson

In order to leverage the city's investment in capital projects, transportation and infrastructure and build economic development for Shoreline:

Transparent land use process that includes predictable decision-making at all levels.
Consideration of tax incentives and rezones to attract business.

Relationship building between the city and its established businesses, someone that businesses can liaison with.

With Phase 2 of the Aurora corridor planned, the city must work closely with adjacent property owners to ensure they can survive two years of construction in an already difficult economy, lessening impacts wherever possible.

Improved service by Metro and Sound Transit to Shoreline.

Subcommittee C: Andy Anderson, Greg Price, and Elaine Solberg

I. Seek ways to leverage City's capital investments in:

A. Transportation

B. Other Infrastructure

- i. Aurora Avenue - how do we support encourage private reinvestment, i.e., a) commercial; b) meet public goals?**
- ii. Identify other infrastructure facilities**
- iii. Suggest ways to make business areas more attractive/more functional**
- iv. Brainstorm/name ideas to get good info on business needs to aid city staff in identifying and meeting them.**
- V. How to promote address joint business gov. efforts re parking, roads, adequate ingress/egress?**

Ideas: KEEP SHORELINE GREEN/SUSTAINABLE

- A. - Look to improve east/west bus transport to get shoppers to Aurora from other areas in Shoreline and bordering cities;
 - emphasize potential study for use of a portion of 5th Avenue to look toward future light-rail stop. Could complement the retail mixed use development going in at 165th & 5th and bring in new money;
- B. i) - urge completion of Aurora Avenue project to improve look & continuity of revitalization; i.e., medians, turn lanes, etc.;
- ii) - keep and improve traffic lighting for safe coming and going of cars, bicycle and pedestrians;
- iii) - encourage developments with setbacks like shopping center (one block off Aurora) with good signage and visibility from Hwy. 99; medians with plants. All like fairly easy ingress/egress with a roomy uncramped feel. Walkways aren't 2 feet from a 40 mph. road more pedestrian friendly; similar developments could be considered in other Shoreline business areas;
- iv) - encourage formation of more walkable communities;
 - consider all aspects of improving sustainability in our power, water and sewer uses; research if any use or application here for solar/wind power;
 - foster good stewardship of all streams, shoreline and landscaping - keep Shoreline Green!
 - recycle, reuse and educate Shoreline how to maximize this;
 - promote less cars, more bikes increasing bicycle commuter access; encourage cycling use and safety City providing education (pamphlets - Greg has good contact with Cascade Cycling Club) circulating expertise offering advice and advocating good citizenship on how all can share the road;
 - provide City map identifying points of interest, neighborhood businesses;
 - identify future park & ride sites to meet growth expectation
 - entice developers to invest in Shoreline and provide affordable housing with tax incentives; Andy noted his employees would prefer to walk or bike to work but need more affordable places to live as they can't necessarily afford rents here.
- v) - Offer tax incentives to new businesses who move their companies into Shoreline;
 - Current North City Post Office site could be considered for future parking structure site,
 - traffic flow and ingress/egress into business areas in North City should be improved if large several hundred unit complexes are coming in;
 - survey business owners to compile short list of their needs and brainstorm after results tallied

	<p>Fircrest site could be used for a North End Veterans Clinic to accommodate disabled veterans, offering affordable new housing for rental and sale. This could be accomplished with some mixed use buildings built green with tax incentives given for developers to buy in. Would bring in jobs while being built, provide needed affordable housing and service military as it once did with military housing and medical facility.</p>
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