

AGENDA

Lynnwood Planning Commission

Thurs., June 23, 2005 — 7:00 pm — City Council Chambers, 19100 – 44th Ave. W., Lynnwood

- A. Call to Order** Chair DECKER
 Commissioner BIGLER
 Commissioner ELLIOTT
 Commissioner GEORGIEV
 Commissioner JOHNSON
 Commissioner PEYCHEFF
 Commissioner WALTHER
- B. APPROVAL OF MINUTES:**
1. Minutes of May 26, 2005
- C. COUNCIL LIAISON REPORT**
- D. CITIZEN COMMENTS** – on matters **not** on tonight's agenda:
- E. COMMISSION MEMBER DISCLOSURES:**
- F. PUBLIC HEARING:** None
- G. WORK SESSION:**
1. **Comprehensive Plan Amendments**
This work session will cover the following "suggested amendment" proposals:
Proposal **B**: B-2 Zone Review
Proposal **E**: Economic Development Element Update
- H. BUSINESS:** None
- I. DIRECTOR'S REPORT & INFORMATION:**
1. **City Council Actions**
2. **Upcoming Meetings**
- J. ADJOURNMENT**

The public is invited to attend and participate. To request special accommodations for persons with disabilities, contact the City at 425-670-6613 with 24 hours advance notice.

Lynnwood Planning Commission
Meeting of June 23, 2005

Staff Report

Agenda Item: **G-1**
2005 Comprehensive Plan
Suggested Amendments:
B: B-2 Zone Review
E: Economic Development Element

- Public Hearing
- Informal Public Meeting
- Work Session
- New Business
- Old Business
- Information
- Miscellaneous

Lynnwood Dept. of Community Development — Staff Contact: Ron Hough, Planning Manager

2005 Comprehensive Plan Amendments **SUGGESTED AMENDMENTS**

INTRODUCTION

The 2005 Process:

This year's Comprehensive Plan amendment process began with the application deadline on April 1. One formal application was submitted and the City Council approved seven suggested amendments for processing this year. Only proposals "B" and "E" are scheduled for the June 23 Planning Commission work session.

Formal: Good Shepherd Baptist Church – July 14 work session.

Suggested:

- A. Timing of Plan Amendments – May 28 work session.
- B. **B-2 Zone Review** – June 23 work session.
- C. Parks & Recreation Element Update – May 28 work session.
- D. Transportation Element Update – July 14 work session.
- E. **Economic Development Element Update** – June 23 work session.
- F. Five-year Implementation Program – July 28 public hearing.
- G. City Center Plan (Study Area) – Separate track.

The Planning Commission is moving toward a July 28 public hearing on all proposals. It will then forward its recommendations to the City Council. The Council will study the proposals, conduct a public hearing and take final action later this fall. The criteria on which the decisions will be based, were included in the Commission's May 26 report and will be addressed again in support of the administration's recommendations.

Proposal "B" – B-2 Zone Review

Applicant: Dept. of Community Development – Directed by City Council

Background:

In October 2004, the Lynnwood Planning Commission initiated a review of the Zoning Code to determine if certain types of schools might be appropriate for the B-2 (Limited Business) zone. A code amendment was drafted and the City Council approved the changes in early 2005.

During the City Council's discussion of this amendment, it was pointed out that the largest single site with B-2 zoning is the Quadrant I-5 office complex on 44th Avenue south of Interstate 5. Eight other small sites also have B-2 zoning. Seven of those consist of two or fewer lots.

The City Council directed staff to take a closer look at the B-2 zone and how it's currently applied throughout the City. This review was scheduled as part of the annual Comprehensive Plan amendment process because the Plan provides the basis for zoning. Also, if any adjustments to the Plan are necessary to support changes to the zone or to the Zoning Map, they can be approved this year.

Comprehensive Plan Designation:

The B-2 (Limited Business) zone is intended to implement the CC (Community Commercial) Comprehensive Plan designation, which is described in the Plan as follows:

Purpose:

This Plan category is intended to provide the opportunity for the development of many commercial services.

Principal Uses:

Personal, professional and public services and offices, retail sales of goods for the community, hotels, motels and entertainment businesses.

Site Design:

Buildings will typically cover up to 50 percent of the site. Most of the rest of the site will be developed for parking, although substantial landscaping shall be planted along street frontages and within parking areas. Landscaping shall also be planted at other property lines and near buildings (as part of an integrated design plan). Parking for customers and employees is typically provided in surface parking lots. Shared parking between adjacent uses and sites will be encouraged. The overall design of the site should closely follow the principles of good modern urban design.

Building Design:

Buildings in this category will generally be low-rise structures, with large expanses of glass facing public streets and parking areas.

Performance Standards:

On-site activities shall not significantly impact adjoining properties in a negative way.

Purpose of the B-2 Zone:

The purpose of the B-2 Limited Business Zone is as follows: [LMC 21.46.050.B(3)]:

Limited Business (B-2) This zone is intended to provide areas for the location of office buildings of unrestricted height and size to accommodate executive, administrative, clerical, professional or scientific staffs of business or professional concerns, and other compatible or complementary uses, including internally oriented businesses which serve the office businesses or their personnel, and including municipal service. It is intended that this zone should be so located that it will completely occupy a large area of several city blocks, without intermingling of other small spots zoned for other uses, in order that the typically high aesthetic quality of office buildings will be consistent throughout a large area and each such building will benefit by the presence of the others. Other uses which characteristically are of similar aesthetic quality are permitted, including financial institutions. Whereas other business zones provide goods and services for households, the Limited Business zone is intended to provide employment opportunities for the community, in an organized office zone which will enhance the image of the city.

The B-2 zone provides an office-oriented business environment. It allows mostly offices, but also allows limited residential uses, facilities for elderly and disabled, churches, other institutional uses, personal services, research and development and limited retail.

Identified Conflicts:

The Zoning Code and Comprehensive Plan are not fully consistent. The following possible conflicts were noted during this review:

- Office buildings are clearly intended for this zone. However, the Plan notes that buildings "will generally be low-rise structures," while the zone provides for office buildings "of unrestricted height and size." This zone has no maximum building height.
- The Plan states that buildings would typically cover up to 50% of the site. However, the Zoning Code allows a maximum lot coverage of just 35%.
- The Zoning Code requires B-2 zones to be at least one acre in size. However, four of the nine B-2 districts are smaller than one acre. Each is a single lot. This is inconsistent with the Zoning Code's intent that the zone ". . . completely occupy a large area of several city blocks, without intermingling of other small spots zoned for other uses . . ."

The purpose of the CC Plan designation includes providing opportunities for the development of "many commercial services" and the uses include "retail sales of goods for the community, hotels, motels and entertainment businesses." In contrast, the purpose statement of the B-2 zone clearly favors office uses.

Current Code:

The B-2 zone's primary purpose is to accommodate office buildings along with executive, administrative, clerical, professional and scientific types of business. The zone is intended to provide employment opportunities while leaving retail business to other zones.

The B-2 zone's list of allowed uses appears to be consistent with its purpose, with a few exceptions. The following non-office uses are currently allowed but should be re-evaluated:

1. Restaurants with cocktail lounges
2. Churches
3. Nursing and convalescent homes (CUP)
4. Libraries, museums and art galleries
5. Medical, dental, optical and chiropractic clinics
6. Pet grooming
7. Carnivals and circuses

8. Handball courts, racquet clubs, tennis courts (CUP)
9. Adult family homes
10. Multiple-family housing (CUP)
11. Living quarters for homeless mothers
12. Hotels and motels

The following table shows the current land uses allowed in the B-2 zone and how those uses are allowed in other commercial zones.

Land Use Tables

Uses allowed in B-2 Zone	B-4	B-3	B-2	PCD	B-1	CG
Park and Pool Lots	C	C	C	---	C	C
Parking Garages and Accessory Refueling and Servicing	---	---	P	P	P	P
Public and Private Parking Lots for Passenger Cars	---	---	C	P	P	P
Restaurants (on-premise service only) with cocktail lounges	---	---	P	P	P	P-X
Churches, not using complementary parking	P	P	P	P	P	P-X
Churches with complementary parking ⁺	C	C	C	P	C	C-X
Nursing and Convalescent Homes and Housing for the Elderly and Physically Disabled ⁺	C	C	C	C	C	C
Libraries, Museums, Art Galleries and similar institutions	P	P	P	P	P	P-X
Municipal Services	P	P	P	P	P	P
Medical, Dental, Optical and Chiropractic Clinics	P	P	P	P	P	P
Business or Professional Office, incl. Clerical or Administrative	P	P	P	P	P	P
Office as a Home Occupation	C	C	C	---	C	C
Banks and Financial Institutions	---	P	P	P	P	P
Pet Grooming	P	P	P	P	P	P-X
Carnivals & Circuses	---	---	P	P	P	P
Handball Courts, Racquet Clubs and Indoor and Outdoor Tennis Courts	---	---	C	---	C	P
Multiple-family Housing Units	---	---	C	---	---	---
Caretaker or Watchman Quarters	C	C	C	---	C	C
Living Quarters for Homeless Mothers	P	P	P	P	P	P
Motels and Motor Hotels	---	---	P	P	P	P-X
Research & Development	---	---	P	---	P	P
Radio or TV stations, not including Wireless Comm. Facilities	---	---	P	P	P	P
Temporary Special Events	---	---	P	P	P	P
Wireless Comm. Facilities less than 300 ft. from residential zones	C	C	C	P	C	C
Wireless Comm. Facilities 300 ft. or more from residential zones	P	P	P	P	P	P
Wireless Comm. Facilities, attached	P	P	P	P	P	P

Key:

P = Permitted as principal use

C = May be permitted as a principal use upon approval of a conditional use permit

--- = Not permitted

P-X = Not permitted in controlled area

Site Assessments: (See table "B-2 Zone – Inventory Matrix and Aerial Photographs")

Site A:

This is a vacant lot at the SE Corner of 188th Street and Highway 99. The property has some highway visibility but no direct access and it is sloping property in a high traffic area making safe access to the site a significant site development consideration. Also, the site is immediately adjacent to a single-family neighborhood to the south and east. The site has been proposed for an office building. No change to the Plan designation or zoning is needed at this time.

Site B:

Dental offices are the use on this site. The site is on a busy street but is mainly surrounded by residential uses. There are no adjacent properties suitable for commercial use. The location of the site and the limited size do not justify the Community Commercial designation. The Plan designation should be changed to Local Commercial and the zoning changed to B-4. The existing use is a permitted use in the B-4 zone.

Site C:

This is a vacant two-acre site at the north end of 44th Ave. W. on the west side of the street. Residential is located across the street to the east and to the south of the site. No change to the Plan designation or zoning is needed at this time.

Site D:

This is a developed site on 60th Ave. W. occupied by the Calvary Apostolic Tabernacle. The site has single-family residential directly on the north and across the street to the west. A higher intensity commercial Plan or zoning category is not appropriate for this site. This site and the appropriate use received extensive review and consideration during the Plan/zoning consistency review process conducted by the Planning Commission and City Council several years ago. The church has longer-range plans to relocate and wishes to retain a zoning category giving good re-use options in the market. No changes are proposed at this time.

Site E:

This site is located along the north side of 188th St. SW between 33rd Ave. and 36th Ave. The only vacant portion of the site is at the corner of 36th Ave. and 188th St. No change to the zoning is necessary, but the Plan designation could be changed to Regional Commercial.

Site F:

This site on 50th Ave. W. and "Site H" appear to be small and isolated sites when looking at the zoning map. In reality, they are part of a larger area along Cedar Valley Road. On the Comprehensive Plan map, this larger area has a Community Commercial designation and this is appropriate for the area. The B-2 zoning is also appropriate so no changes are recommended.

Site G:

This site on 200th St. SW is located within the City Center. The Plan designation has already been changed to City Center. The zoning will be changed to City Center zoning within months. No separate action on this site is needed.

Site H:

See the discussion on "Site F" as it applies to this site. No changes needed.

Site I:

Changes last year to the B-2 zoning text to accommodate a proposed use on this site at 207th St. SW and 44th Ave. W. resulted in the City Council directed review of all areas zoned B-2. That text change added schools as a permitted use in the zone. The proposed school went to Everett. Now we are faced with a less pressured situation to look at the appropriate future use of this site. This site is distinctly different in size and intensity of use than any of the other "B-2" sites. By size, location, and current intensity of use the site would more appropriately be designated as Regional Commercial in the Comprehensive Plan. The zoning could be upped in intensity to the B-1 zone.

Recommendations:

The administration recommends the following changes to the Comprehensive Plan designations and zoning of the nine sites studied.

Site A:

Change Plan to: **No Change**
Change Zone to: **No Change**

Site B:

Change Plan to: **Local Commercial**
Change Zone to: **B-4**

Site C:

Change Plan to: **No Change**
Change Zone to: **No Change**

Site D:

Change Plan to: **No Change**
Change Zone to: **No Change**

Site E:

Change Plan to: **Regional Commercial**
Change Zone to: **No Change**

Site F:

Change Plan to: **No Change**
Change Zone to: **No Change**

Site G:

Change Plan to: **Already Changed to City Center**
Change Zone to: **Committed to City Center Zoning**

Site H:

Change Plan to: **No Change**
Change Zone to: **No Change**

Site I:

Change Plan to: **Regional Commercial**
Change Zone to: **B-1**

In addition to the foregoing recommended Comprehensive Plan and zoning mapping changes, it is recommended that the following text amendments be made to the three categories of commercial use designation in the Plan text.

Local Commercial (LC):

Purpose: This Plan category is intended to provide areas for development of a limited range of commercial services ~~to serve a localized area at a low level of development intensity.~~

Principal Uses: Personal, professional and public services and offices, sale of convenience and comparison goods for the local community.

Locational Criteria: These commercial areas should have direct access to either a collector or arterial street and should be situated to have minimal impact on surrounding residential areas.

Site Design: ~~Buildings will typically cover up to 35 percent of the site. Most of the rest of the site will be developed for parking, although s~~Substantial landscaping shall be planted along street frontages and within parking areas. Landscaping shall also be planted at other property lines and near buildings (as part of an integrated design plan). Parking for customers and employees will generally be located in open parking lots. Shared parking between adjacent uses will be encouraged. The overall design of the site should closely follow the principles of good modern urban design.

Building Design: Buildings in this category will generally be low-rise structures, ~~with large expanses of glass~~ facing public streets and parking areas.

Performance Standards: On-site activities shall not significantly impact adjoining properties in a negative way.

Community Commercial (CC):

Purpose: This Plan category is intended to provide the opportunity for the development of ~~many a moderate range of~~ commercial services at a medium level of development intensity.

Principal Uses: Personal, professional and public services and offices, retail sales of goods for the community, hotels, motels and entertainment businesses.

Locational Criteria: Commercial areas of this type must be located in areas having arterial street access and transit services.

Site Design: ~~Buildings will typically cover up to 50 percent of the site. Most of the rest of the site will b e developed for parking, although s~~Substantial landscaping shall be planted along street frontages and within parking areas. Landscaping shall also be planted at other property lines and near buildings (as part of an integrated design plan). Parking for customers and employees is typically provided in surface parking lots. Shared parking between adjacent uses and sites will be encouraged. The overall design of the site should closely follow the principles of good modern urban design.

Building Design: ~~Buildings-Retail uses~~ in this category will generally be low-rise structures, ~~with large expanses of glass facing public streets and parking areas other uses occupying multi-story structures.~~

Performance Standards: On-site activities shall not significantly impact adjoining properties in a negative way.

Regional Commercial (RC):

Purpose: This Plan category is intended to provide the opportunity for the development of a wide range of commercial services at a high level of development intensity (more than Community Commercial but less than City Center intensity).

Principal Uses: Personal, professional and public services and offices, retail sales of goods for the region, including the local community and surrounding communities, hotels, motels and entertainment businesses.

Locational Criteria: Commercial areas of this type must be located in areas having arterial street access and transit service.

Site Design: ~~Buildings will typically cover up to 50 percent of the site. Most of the rest of the site will be developed for parking, although s~~Substantial landscaping shall be planted along street frontages and within parking areas. Landscaping shall also be planted at other property lines and near buildings (as part of an integrated design plan). Parking for customers and employees may be located in either in open parking lots or well-designed parking garages. Shared parking between adjacent uses and sites will be encouraged. The overall design of the site should closely follow the principles of good modern urban design.

Building Design: ~~Buildings-Retail uses~~ in this category will generally be low-rise structures, with ~~large expanses of glass facing public streets and parking areas other uses occupying multi-story structures.~~

Performance Standards: On-site activities shall not significantly impact adjoining properties in a negative way.

B2 Zone – Inventory Matrix & Aerial Photographs

Site	Address	Parcel Number	Acres	Current Land Use
A-1	SE Corner of 188 th Street and Highway 99	27041600300100	1.17	Vacant/Undeveloped
B-1	6206 168 th Street SW	00758300100100	0.424	Dental Offices (“Meadowdale Clinic”)
B-2		00758300100200		
B-3		00758300100300		
B-4		00758300100400		
C-1	16900 44 th Avenue West	00372700900701	0.531	Vacant/Undeveloped
C-2	-	00372700900705	1.569	
Total size of Site C:			2.100	
D-1	19117 60 th Avenue West	27041600302700	0.679	Church (“Calvary Apostolic Tabernacle”)
E-1	-	27041500101500	0.299	Vacant/Undeveloped
E-2	-	27041500101400	0.165	Vacant/Undeveloped
E-3	3505 188 th Street SW	27041500101700	0.203	Office Building (attorney)
E-4	3503 188 th Street SW	27041500101600	0.208	Office Building (“Sinometrics”)
E-5	3405 188 th Street SW	27041500101100	0.335	Office Building/Drive through Bank/Parking
E-6		27041500102700	0.159	
E-7		27041500101200	0.235	
E-8		27041500101300	0.241	
E-9		27041500101800	0.26	
E-10	3321 188 th Street SW	27041500102000	0.215	Office Building (psychic)
E-11	18720 33 rd Avenue West	27041500101900	0.3	Office Building (Alderwood Back & Neck Clinic)
E-12	18710 33 rd Avenue West	27041500102300	0.373	Office Building (Department of Corrections)
E-13	18720 33 rd Avenue West	27041500102400	0.397	Office Building (attorney)
Total size of Site E:			3.39	
F-1	19910 50 th Avenue West	00608400100402	0.488	Office Building (“Scriber Lake Business Center”)
G-1	4720 200 th Street SW	00372600600703	1.065	Office Building (“Home Smart Loan Center”)
G-2	4630/4620/4610 200 th Street SW	00372600600702	1.747	Office Building (“Bentley Office Center”)
Total size of Site G:			2.812	
H-1	South of 200 th Street on Cedar Valley Road	00608400300302	0.842	Vacant/Undeveloped
I-1	20700 44 th Avenue West	27042100405300	3.205	Office Building
I-2	20610 44 th Avenue West	27042100405800	4.592	Hotel (“Embassy Suites”)
I-3	-	27042100406000	0.030	Open Space
I-4	-	27042100407700	2.374	Open Space & Road
I-5	-	27042100407600	1.058	Open Space
I-6	-	27042100407500	3.078	Parking
I-7	20800 44 th Avenue West	27042100407400	2.662	Parking
I-8	20818 44 th Avenue West	27042100407800	3.469	Office Building
I-9	20816 44 th Avenue West	27042100405200	3.358	Office Building
Total size of Site I:			23.83	
Total Size of the B2 Zone:			35.735	

Site A: Vacant/Undeveloped



Site B: Dental Offices



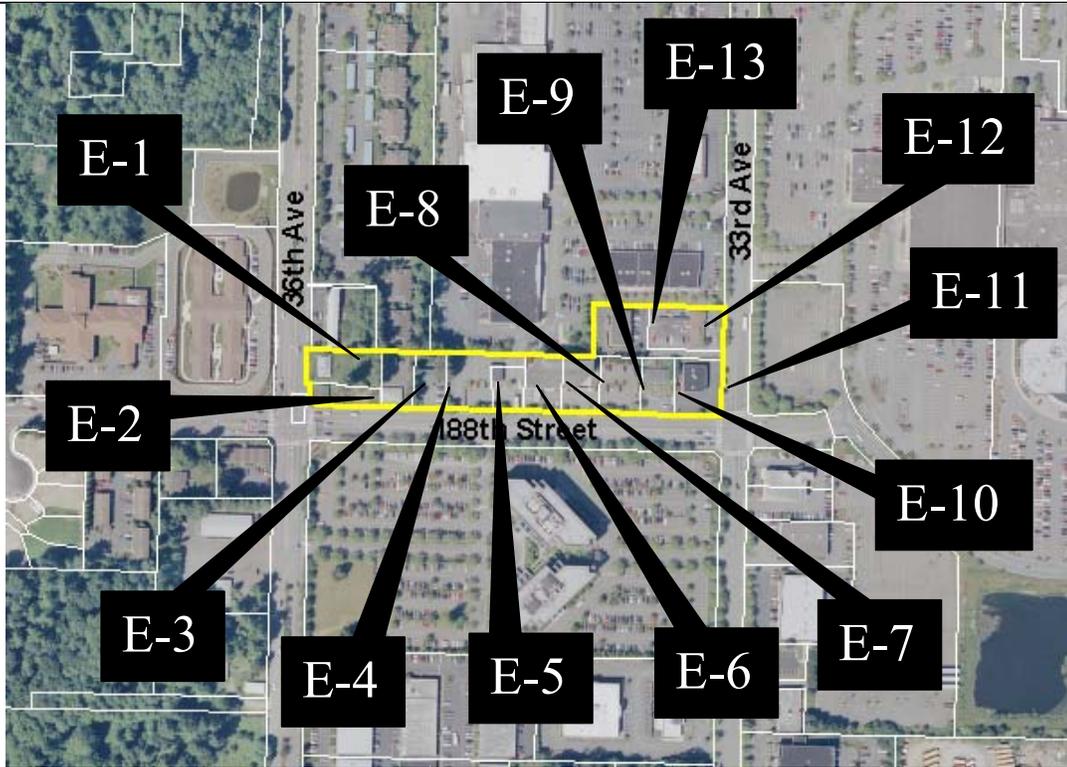
Site C: Vacant/Undeveloped



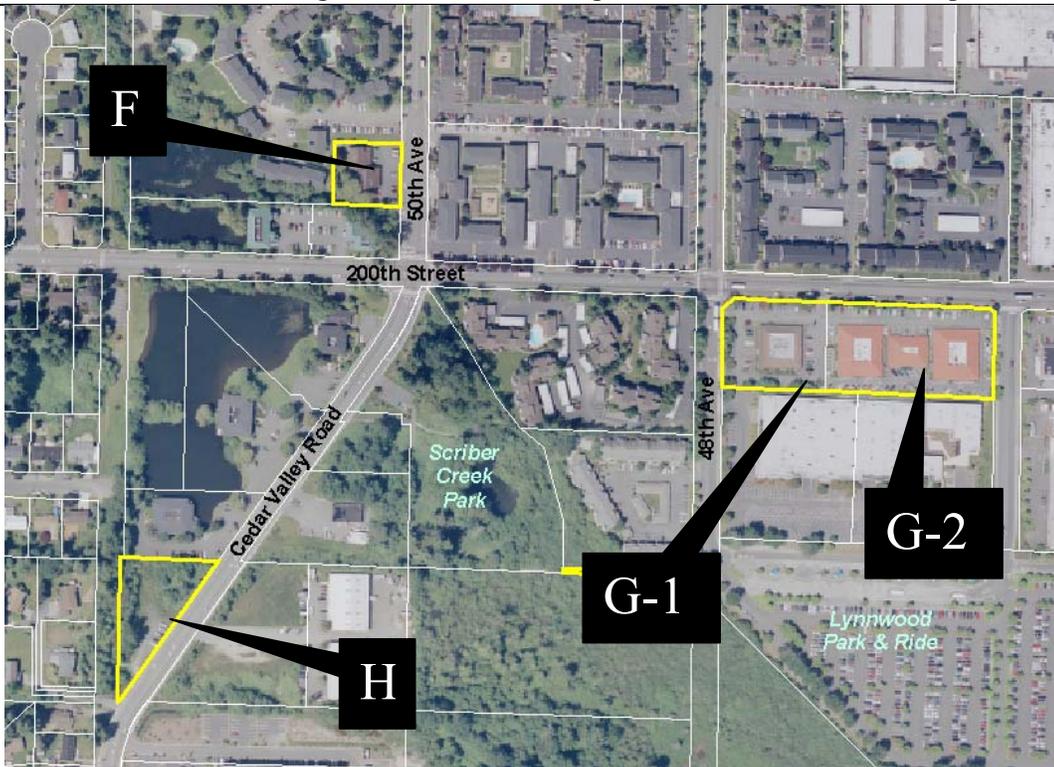
Site D: Church



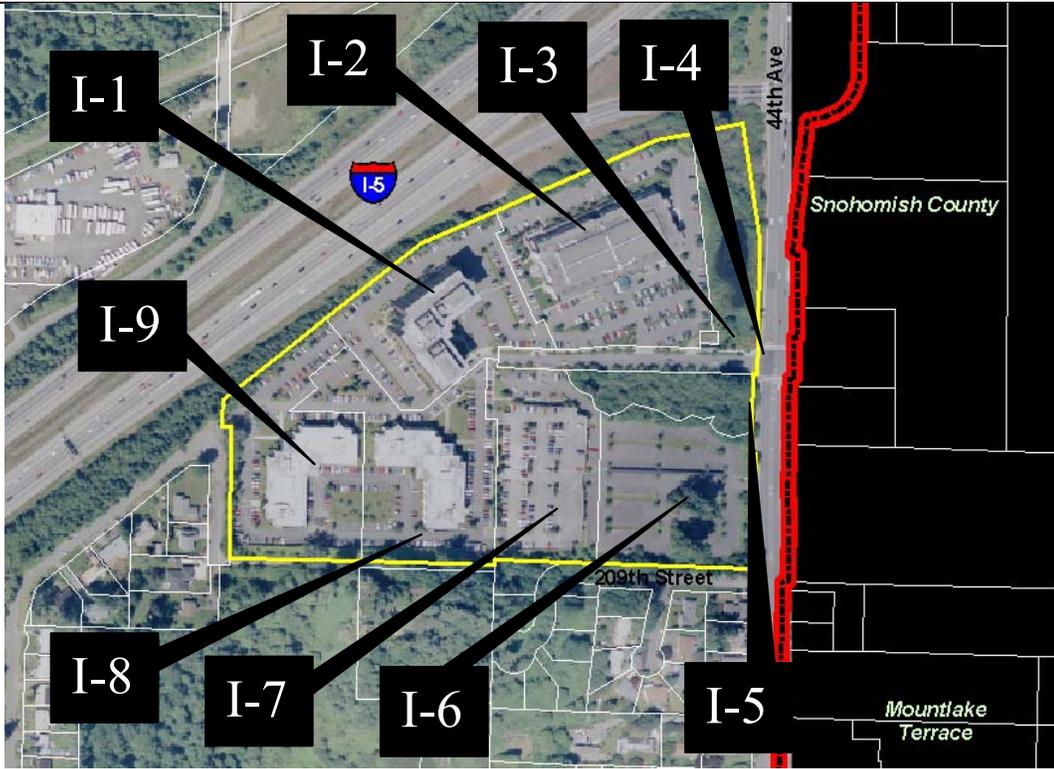
Site E: Vacant/Undeveloped; Office Buildings; Parking



Site F: Office Building; Site G: Office Building; and Site H: Vacant/Undeveloped



Site I: Office Building, Open Space, and Parking



■ ■ ■

Proposal "E" – Economic Development Element Update

Applicant: Dept. of Economic Development

Background:

In 2001, the City of Lynnwood adopted an Economic Development Element for the Comprehensive Plan. Although this was not a state mandated element, the City wanted to make economic development a more important component of community planning. A year or two later, the state added the economic development element to the list of required Plan elements. Lynnwood was already in compliance with the new requirement, but realized that our element was only a bare bones beginning. The expectation was that it would be improved upon over the coming years.

On November 22, 2004, the City adopted the Economic Profile, Key Issues Report, and Economic Development Action Plan 2005-2010. The economic data and policies of this Plan are now being incorporated into the Comprehensive Plan to ensure consistency.

The proposed revisions to this element are shown in underline/strikethrough format in the accompanying document.



ECONOMIC DEVELOPMENT ELEMENT

Introduction	1
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INTRODUCTION

The ~~Growth Management Act (GMA) does not require an~~ Economic Development Element is one of the mandatory elements for comprehensive plans. ~~This is an "optional" element that Lynnwood has decided to include in its Comprehensive Plan voluntarily.~~

~~The Economic Development Element will help the City include economic considerations in day-to-day planning and decision-making. The economic goals, objectives and policies provide the general direction in which the City wishes to proceed, with the understanding that the direction will be adjusted along the way.~~

~~In addition to this element, a Background Report provides information on current and future needs, limited analyses and forecasting of economic trends as available.~~

~~This element of the Plan will promote a balance of land uses that will help provide for the economic stability of Lynnwood throughout our twenty-year planning period. The goal for this element reads:~~

~~**“Achieve a productive balance of Lynnwood's commercial, industrial and residential sectors that will maximize livability, high productivity and quality jobs while minimizing adverse environmental impacts.”**~~

The Growth Management Act includes thirteen goals that must be considered when updating the Comprehensive Plan. Consideration of these goals ensures that our local plans and policies are consistent with State goals. The following goals relate mostly to the Economic Development Element:

Goal 1. Urban Growth – Encourage development in urban areas where adequate public facilities/services exist or can be provided in an efficient manner.

Goal 3: Transportation – Encourage efficient multimodal transportation systems that are based on regional priorities and coordinated with county and city comprehensive plans.

Goal 4: Housing – Encourage the availability of affordable housing to all economic segments of the population of this state, promote a variety of residential densities and housing types, and encourage preservation of existing housing stock.

Goal 5: Economic Development – Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote

economic opportunity for all citizens of this state, especially for unemployed and for disadvantaged persons, and encourage growth in areas experiencing insufficient economic growth, all within the capacities of the state's natural resources, public services, and public facilities.

Goal 7: Permits – Applications for both state and local government permits should be processed in a timely and fair manner to ensure predictability.

Goal 12: Public facilities and services – Ensure that those public facilities and services necessary to support development shall be adequate to serve the development at the time the development is available for occupancy and use without decreasing current service levels below locally established minimum standards.

Goal 13. Historic preservation – Identify and encourage the preservation of lands, sites, and structures that have historical or archaeological significance.

ECONOMIC DEVELOPMENT ACTION PLAN

On November 22, 2004, the Lynnwood City Council adopted an economic development action plan that identifies economic development goals, strategies and activities. That document provides clear policy direction that has been incorporated into the Comprehensive Plan.

The Economic Development Element will help the City include economic considerations in day-to-day planning and decision-making. The economic goals, strategies and activities provide the direction for economic development. This direction will be adjusted in response to changing circumstances.

In addition to the Comprehensive Plan and its Background Report, an Economic Development Profile and Key Issues report has been prepared to provide current economic data and projected future economic trends.

SUMMARY OF ISSUES

~~The following is a summary of issues that relate to economics or economic development in the City of Lynnwood:~~

- ~~The City has a strong commercial base. How much additional effort should be directed toward economic development?~~
- ~~Four of five "activity center" plans, as outlined in the 1995 Comprehensive Plan, have not been completed, including:

 - Highway 99 Corridor
 - Civic Center
 - Park Central
 - Subregional Center~~
- ~~The College District Plan has been completed and recommended in 2000 by the Planning Commission for adoption. The Plan and related zoning was adopted in Nov. 2002.~~

- Do we have enough—or too much—retail commercial? The types and intensities of land uses allowed by the Comprehensive Plan and zoning will be instrumental in creating a better balance of jobs and housing.
- Will the provision of additional industrially zoned land result in an increase in higher-paying family wage jobs?
- The retail sector dominates Lynnwood's economic character. Should the City attempt to expand this sector, or concentrate on increasing opportunities for other types of business and employment in the City?
- Redevelopment will be an issue along Highway 99. Should the City adopt development standards to guide redevelopment in that area? If so, what kinds of standards or guidelines will be appropriate?
- Annexation opportunities north and east of the City may increase service demands.
- The City Council adopted a Municipal Urban Growth Area (MUGA) in Nov. 2002. It should be reviewed and adjusted to ensure that it reflects the City's growth intent to year 2020.
- How can our subregional center be enhanced to include assets and improvements that will benefit both visitors and local residents?

GUIDING THEMES

The Economic Development Action Plan for the City of Lynnwood provides guidance for a citywide effort to improve the economic vitality and quality of life in Lynnwood. The Plan is given direction by five overarching Guiding Themes:

1. Economic Development is a Citywide Priority.

Economic development is a priority for Lynnwood. City officials and staff are working to encourage a culture that values economic development and operates in accordance with those values. Economic development in Lynnwood is a citywide effort, extending beyond the Economic Development Department to include all staff and all City departments.

2. A Positive Business Climate is Essential.

The City will ensure that Lynnwood is a positive and attractive place to do business. A supportive business climate will help ensure that the City continues to attract and retain healthy businesses. Through excellent customer service, the City will improve its competitiveness regarding economic development.

3. Improving and Diversifying Employment Opportunities is an Underlying, Fundamental Goal.

Creating a diversity of employment opportunities in the City is critical to strengthening Lynnwood's economic vitality and creating a livable city with opportunities for a wide range of people to both live and work in the community. By concentrating on higher wage professional and technical jobs, the City will continue to expand its economic base beyond its strong retail core and to support its diverse residential population.

4. Strategic and Effective Partnerships are Important to the City's Success.

The City recognizes that many partners are necessary to foster economic development. The City is working to develop effective partnerships with agencies. To be a good partner, the City pledges to":

- Champion economic development policies adopted in the City's Municipal Code – LMC 2.45.010 and Ordinance No. 2320;
- Identify resources that support activities to achieve economic development;
- Clearly communicate the City's economic development goals and priorities, as well as the City's roles and responsibilities;
- Work constructively towards shared economic development goals; and
- Convey to residents the importance of a strong employment and revenue base.

5. The City Values Measurable Results.

Furthering the City's commitment to evaluating organizational performance, qualitative and quantitative indicators of economic development performance and customer satisfaction have been established in this Plan. Tracking these indicators during the life of the Plan will help ensure that the City's economic development efforts are as effective as possible.

INVENTORY AND EXISTING CONDITIONS

~~To achieve and maintain an acceptable balance of jobs, adequate opportunities need to be available within our community for a mix of retail and wholesale businesses, professional offices, personal and professional services, and industrial uses. They all provide needed goods and services to all types of consumers. They also provide jobs and incomes for the households who live (or would like to live) in Lynnwood. The following inventory and existing conditions provides the data used to prepare the economic development element of the Comprehensive Plan.~~

Lynnwood's Role in Southwest Snohomish County:

~~Lynnwood has witnessed significant growth since its incorporation in 1959. The City has grown through annexations, migration and natural increases to become 34,540 people living in nearly 5,000 acres (7.8 square miles). Edmonds and Mountlake Terrace lie adjacent to the west and south; to the north and east lies Lynnwood's large Municipal Urban Growth Area (MUGA) which includes 3,950 acres and more than 20,000 residents. from a small area along the Interurban route from Seattle to Everett to a City of 34,540 residents. During its 45 years of existence, Lynnwood has also become an increasingly strong economic player within Snohomish County.~~

Lynnwood's physical location at the intersections of Interstate 405 and 5, and 196th St. SW and Highway 99, has made possible a large number of businesses and services for the traveling public. Most commercial activity has located along what are now heavily traveled highways and arterials.

Overall, the City's population base is growing and southwest Snohomish County will continue to grow more rapidly than the region. The City's residents, however, are not as economically diverse as in other cities, and attracting the City's share of population growth could be a challenge. Lynnwood has fewer high-income residents and more low-income residents. The City's housing stock reflects and supports this trend with higher shares of rental and multi-family housing.

Residential Environment **Population:**

The health of the local economy is often reflected in its residential areas and neighborhoods. The majority of Lynnwood's homes were constructed in the 1960's and 1970's. These areas have played important roles in the development of the City. The continued growth of single family homes and multiple family dwellings has provided safe and affordable housing for individuals and families who spend their hard-earned money in Lynnwood and surrounding areas.

According to the April 1, 2003 figures from the State Office of Financial Management, Lynnwood's 6,480 multiple family dwellings accounted for about 46% of the total dwellings in the City. Single family dwellings, including mobile and manufactured homes, totaled 7,679 units, or about 54% of the all units.

The 1980s was a boom decade for multi-family construction in Lynnwood. During that decade, approximately 2,224 multi-family units were constructed, compared to only 166 single family units.

The demand for single family housing steadily increased during the 1990's. However, family incomes have not kept pace with single family home prices in Snohomish County. The increased price of homes prevented home ownership for many households who fall into the moderate to low income levels. The most obvious alternative for those people is to rent until they can afford a down payment.

The City of Lynnwood includes some of the most densely populated areas within the region. Local population growth has generally matched regional growth since about 1975. During seven years since 1997, however, local population growth has been relatively slow. City population growth outpaced the region until 1990.

Median household income in Lynnwood ranks lower than many comparable cities and lower than both Snohomish and King Counties. The 2000 Census estimated 1999 median household income to be \$42,814 for Lynnwood residents, nearly 20% lower than the median for King and Snohomish Counties (\$53,157 and \$53,060 respectively).

Asian people make up the largest share of non-white population in Lynnwood, totaling 14 percent in 2000. Asians are the largest non-white share of population in most cities in the Puget Sound region. Foreign-born residents make up a relatively larger share of Lynnwood's population (21%) than most comparable cities. Neighboring cities have half the relative concentration of foreign-born residents. In Lynnwood, most foreign-born residents come from Asia and then Eastern Europe.

Population forecasts show a strong demand to live in southwest Snohomish County. Lynnwood will continue to be in the middle of strong regional population growth for many years to come. The Puget Sound Regional Council forecasts Lynnwood to grow between 0.4% and 1.9% per year through 2020.

Housing:

Finding the right balance of housing tenure is important for community development. Rental housing is important for providing affordable housing; owner occupied housing fosters greater incentives for residents to invest energies in making the City thrive.

Lynnwood offers a mix of single- and multi-family housing options. The majority of Lynnwood's homes were constructed in the 1960s and 1970s. Home construction surged again in the early 2000s. The 1980s was a boom decade for multi-family construction. During that decade, approximately 2,224 multi-family units were constructed in Lynnwood, compared to only 166 single-family units.

The demand for single-family housing steadily increased during the 1990s. In 2003, according to figures from the State Office of Financial Management, Lynnwood had 14,200 housing units. Of those, 46% were multiple-family dwellings and 54% were single-family dwellings, including mobile and manufactured homes.

The proportion of owner-occupied homes in Lynnwood is below that of comparable communities. In 2004, only 53% of Lynnwood's housing units were owner-occupied. This relatively low level suggests somewhat less permanent local commitment than desired. County wide, 68% of the housing units are owner-occupied.

Housing costs in Lynnwood rank in the middle among comparable communities. In 2003 the average price for a single-family detached home in Lynnwood was \$248,000, greater than the average for Snohomish County (\$237,000) but less than the King County average of \$312,000.

Municipal Services:

The quality of municipal services also reflects the economic health of a community. A complex arrangement of service providers and regulatory agencies can complicate the planning and development process and result in costly services and service conflicts.

The following types of service providers serve the City:

- City: Sewer, water, storm water, government, parks, police and fire services;
- Private companies operating in the City: gas and telephone; and
- Other agencies: electricity, telecommunications, schools, solid waste landfill.

Other service providers currently provide a number of services to portions of Lynnwood's population. The Alderwood Water District provides water and sewer services to most of southwest Snohomish County. In addition, the Snohomish County Fire District 1/11 and Sheriffs Department provide service to the unincorporated areas of Snohomish County directly adjacent to Lynnwood. Other service providers include the Public Utility District, GTE, and Puget Sound Energy.

Employment:

In the early 1970's the central Puget Sound began to see a shift in employment from military and manufacturing to service oriented employment. The number of service-oriented jobs has increased by about 500,000 since 1970, compared to manufacturing, which has seen a cyclical increase of approximately 100,000 jobs since 1970. This imbalance reflects Lynnwood's commercial/industrial land use ratio.

The most dramatic employment increases have occurred from 1995 to 1998. The central Puget Sound area has seen approximately a 13% increase in the number of jobs during this period. Thirty eight percent of this employment was seen in aerospace and high technology employment. This increase has been tied to both national employment growth and regional growth and has been used by the Puget Sound Regional Council (PSRC) to project the increase of jobs per sector.

Central Puget Sound—1998 Projected Job Increases Per Sector Area	
Sector Area	Increase in jobs from 1995 to 1998
Construction	11,800
Manufacturing	47,200
Wholesale, Transportation, Communications and Utilities (WTCU)	22,600
Retail	21,600
Finance, Insurance, and Real Estate (FIRE)	9,400
Services	83,200

Source: Puget Sound Regional Council

In 1998, more than 10,000 jobs existed in 21 cities within central Puget Sound. The majority were located in Seattle, Bellevue, Tacoma, and Everett. Lynnwood ranked 14th of the 21 cities listed.

Lynnwood witnessed a decrease in the number of jobs in the Education and Manufacturing sectors in the past decade. Education employment is largely dependent upon family characteristics and enrollment trends within the local school district. However, the declining manufacturing (industrial) employment figures indicate that this sector may be out of balance and in need of help.

The numbers of retail jobs in Lynnwood is significant. In 1998, retail jobs made up approximately 36% of our work force. Many of these jobs are minimum wage and part-time jobs. The average wage earned by a worker in this category was \$17,678 per year. For these individuals, housing affordability is a critical concern. One worker in every three is in this category. The City can continue to provide for more low-end rental

housing developments to house these retail workers, or it can strive to improve local wages by attracting and supporting businesses that pay higher family level wages. Lynnwood's economy has always been dominated by retail businesses and the trend continues today. State Route 99 expanded into south Snohomish County in 1927 and businesses catering to motorists from Seattle and elsewhere began to thrive. By 1970, one-third of Lynnwood's jobs were in the retail sector and one-quarter were in service related industries. Other parts of the county were more dependent on manufacturing and military.

The numbers of retail jobs in Lynnwood is significant. In 2002, retail jobs made up approximately 36% of the work force. Many of these were minimum wage and part time jobs. Half the retail workers in Lynnwood were earning less than \$20,000 in 2000. For these individuals, housing affordability was a critical concern.

Lynnwood has a relatively greater concentration of jobs in the Finance, Insurance and Real Estate (FIRE) sector, compared to comparable communities. In Lynnwood, 9% of local jobs are in this sector compared to just 5% and 7% in Snohomish and King Counties. The City is the southwest Snohomish County financial center with nearly 200 small to medium sized financial companies. Lynnwood has more than 1,900 jobs in this sector, accounting for 18% of the County's total FIRE jobs. Lynnwood has more jobs in this sector than any other city between Seattle and Everett.

The goals of Lynnwood's The Economic Development Plan, adopted in November 2004, call for diversifying the employment base by attracting industries with higher paying jobs. The plan also calls for the development of a range of housing types to ensure balanced housing options within the city.

Lynnwood Jobs by Sector, 1995-2002

<u>Sector</u>	<u>1995</u>		<u>2002</u>		<u>Change '95-'02</u>	
	<u>Jobs</u>	<u>% of Total</u>	<u>Jobs</u>	<u>% of Total</u>	<u>Jobs</u>	<u>%</u>
<u>Construction and Resources</u>	<u>1,124</u>	<u>5%</u>	<u>1,150</u>	<u>5%</u>	<u>26</u>	<u>2%</u>
<u>Manufacturing</u>	<u>2,596</u>	<u>12%</u>	<u>742</u>	<u>3%</u>	<u>-1,854</u>	<u>-71%</u>
<u>WTCU</u>	<u>1,136</u>	<u>5%</u>	<u>1,256</u>	<u>6%</u>	<u>120</u>	<u>11%</u>
<u>Retail</u>	<u>8,518</u>	<u>38%</u>	<u>8,094</u>	<u>38%</u>	<u>-424</u>	<u>-5%</u>
<u>FIRE</u>	<u>1,947</u>	<u>9%</u>	<u>1,949</u>	<u>9%</u>	<u>2</u>	<u>0%</u>
<u>Services</u>	<u>4,131</u>	<u>18%</u>	<u>4,530</u>	<u>21%</u>	<u>399</u>	<u>10%</u>
<u>Educatin</u>	<u>2,412</u>	<u>11%</u>	<u>2,613</u>	<u>12%</u>	<u>201</u>	<u>8%</u>
<u>Government</u>	<u>620</u>	<u>3%</u>	<u>1,199</u>	<u>6%</u>	<u>579</u>	<u>93%</u>
<u>Total</u>	<u>22,485</u>	<u>100%</u>	<u>21,532</u>	<u>100%</u>	<u>-953</u>	<u>-4%</u>

Source: Washington State Employment Security Department, Puget Sound Regional Council

According to forecasts by the Puget Sound Regional Council, Lynnwood is expected to be at the center of strong employment in southwest Snohomish County in the coming years. Several thousand of jobs are expected to locate in and around Lynnwood during the next 16 years. Most of these jobs are forecasted to be in FIRES sector, Retail is expected to have strong growth as well.

Lynnwood Area Employment Forecasts

	2000	2020	Change	
			Actual	%
<u>Manufacturing</u>	<u>2,304</u>	<u>1,211</u>	<u>-1,093</u>	<u>-47%</u>
<u>WTCU</u>	<u>1,431</u>	<u>2,619</u>	<u>1,188</u>	<u>83%</u>
<u>Retail</u>	<u>9,333</u>	<u>12,769</u>	<u>3,463</u>	<u>37%</u>
<u>FIRES</u>	<u>7,624</u>	<u>16,112</u>	<u>8,488</u>	<u>111%</u>
<u>Government & Education</u>	<u>3,807</u>	<u>5,575</u>	<u>1,768</u>	<u>46%</u>
<u>Total</u>	<u>24,499</u>	<u>38,313</u>	<u>13,814</u>	<u>56%</u>

Source: Puget Sound Regional Council

(See Economic Profile and Key Issues Report, Pages 25-28 for detail on Lynnwood’s Employment)

Employment Targets:

The Introduction section of the Comprehensive Plan explained that an employment target was established for Lynnwood and southwest Snohomish County. It was projected that Lynnwood would accommodate an additional 13,227 jobs by 2012. ~~When compared to the projections by the PSRC, Lynnwood was shy 10,726 jobs in 1998. For Lynnwood to achieve the employment target, new employment sources must be developed.~~

Projections by the Puget Sound Regional Council (PSRC), suggest an increase of 13, 814 jobs in Lynnwood between 2000 and 2020. Aggressive steps must be taken for Lynnwood to achieve the employment target outlined in the GMA; new employment sources must be developed.

The Lynnwood Economic Development Plan identifies six sectors to target for job growth. Target sectors were identified based on analysis by the City; the Snohomish county Economic Development Council; Snohomish County 2010: A Blueprint for Education, Workforce, and Economic Development; the WorkSource Snohomish County Forecast 2005-2006; and the Puget Sound Regional Council.

The targeted employment sectors for Lynnwood are:

- Finance Insurance and Real Estate
- Professional and Business Services
- Bio Science
- Aerospace
- Electronics/Information Technology
- Tourism/Hospitality

Lynnwood intends to maintain its retail prominence as part of the economic and revenue base as well.

Retail Sales Analysis:

Retail activity is very important to the City for several reasons:

- Fostering economic vitality
- Providing jobs
- A source of municipal funding

Following a slight decrease in 2001 and 2002, taxable retail sales rebounded in 2002 to a total of \$1.3 billion.

Lynnwood retailers draw shoppers from all over the Pacific Northwest, including Vancouver B.C. and Portland. However, most shoppers come to Lynnwood from much closer locations.

The City's market area extends to roughly a 7-mile radius beyond the City limits. This represents a market area of 479,000 (in 2000). City sales are the equivalent of 30% of all spending by people in this market area. The area is forecasted to grow by more than 125,000 people by 2020. Correspondingly, annual retail spending would increase substantially in this area. For Lynnwood to maintain its capture of regional spending, retail space would need to increase by 750,000 to 1,000,000 square feet. Lynnwood currently has approximately 2.5 million square feet of retail space.

Commute Patterns and Jobs-to-Housing Ratios:

Lynnwood residents work throughout the Puget Sound region, concentrated most heavily in Lynnwood and downtown Seattle, followed by the University of Washington and Bellevue. Bothell and Mountlake Terrace have many Lynnwood workers as well.

The ratio of local jobs to housing, an indicator of the degree to which a city can be thought of as a bedroom community, is 1.6 in Lynnwood and the region.

The daytime population of people working in Lynnwood draws workers that live in communities throughout the region. People who work in Lynnwood live in areas most heavily concentrated in south Snohomish County and north King County. Most of the City's workers come from areas within a roughly five to six mile radius, skewed to the north beyond Everett.

Tourism:

Tourism has been an asset for Lynnwood and the surrounding jurisdictions that are located in southwest Snohomish County. ~~Lynnwood provides for sports and recreation, dining options, commercial recreation (i.e. Movie Theaters, etc.), and a large number of other retail opportunities.~~ Visitor spending in Snohomish County is \$608 million per year. Tourism accounts for 8,100 jobs, \$149 million in payroll, \$9.2 million in local taxes and \$41.4 million in state taxes generated in the County. As of 2002, Snohomish County ranked third of all Washington counties for visitor spending. Lynnwood's proximity to Seattle, Bellevue and Everett, an array of affordable hotels, abundant recreational opportunities, including the Puget Sound and Cascades, excellent shopping and dining, make Lynnwood an ideal place to stay while visiting Seattle and the Puget Sound. The April 2005 opening of the Lynnwood Convention Center added to the City's tourism based assets.

~~According to a recent study performed by the Alderwood Mall, shoppers spend much more on a per trip basis than is typical, with high income shoppers far exceeding the~~

~~averages (\$86 per trip). These aspects of Lynnwood help provide for business travel, which makes up about one-third of Lynnwood's overnight visitors.~~

Tourism is a targeted industry for the City of Lynnwood to develop. Both hotel occupancy rates and revenue per available room, two figures used to measure the strength of the tourism economy, have been steadily increasing after a slump brought on by the 9-11 attacks.

A focused marketing plan and effective partnerships will be used to enhance the City's tourism industry.

Annexations:

Since the adoption of the 1995 Comprehensive Plan there have been five annexations totaling 247.7 acres. The choices and patterns of past annexations have shaped the Lynnwood we know today.

Annexed areas have provided much of our commercial base. The most recent commercial construction has taken place at 196th St. SW and Alderwood Mall Parkway (Formerly known as 28th Ave W). This construction was made possible by the capital improvements associated with a Local Improvement District (LID).

The economic impacts of annexation can be significant and must be reviewed individually. The City's level of service (LOS) standards are not always the same as those of Snohomish County. Developments outside the City don't always meet City minimum standards and are not always accompanied by curbs, gutters, sidewalks, local parks, etc. The long-term costs to the City of annexing these unincorporated lands can be costly. There are also the costs to make needed street improvements and to extend major utilities such as sewer and water, location of light standards, traffic signals, Fire and Police Protection, etc.

Annexation is the only way Lynnwood can increase in physical size, but there are obstacles and costs that must be considered along the way. Annexation is often opposed by residents of unincorporated areas who often feel that their "semi-rural" character and lifestyle will cease when they become part of a city. Annexation is usually requested when the City is offering more than is available under the County's jurisdiction.

Future urban growth must be allocated to areas that can accept it. The basic concept of growth management includes high expectations that cities will continue to annex their Urban Growth Areas and will be the primary providers of municipal facilities and services. If we don't, urban growth will continue within the unincorporated UGAs under the County's jurisdiction and will fill in the available areas between the cities. The final result may be significantly different than it might have been if that development had occurred under City guidelines and regulations. And, the quality and character of that future development will affect the economics of Lynnwood in various ways.

STRATEGIC OPPORTUNITIES

There are several strategic themes to explore as part of the economic development process:

- Capture the benefits of forecasted growth
- Celebrate Lynnwood's diverse population
- Maintain the City's retail prominence
- Diversify the economy
- Foster entrepreneurship and small business development

The relatively smaller share of owner-occupied housing and single-family housing demonstrates a need to invest in neighborhoods to make them more desirable to middle-income and higher income households. Strategies in this arena are specifically focused on the following:

- Image, identity, sense of community
- Competing within a very soft office market
- Capturing jobs locally for the City's labor force
- Focusing on quality of life amenities.

GOALS, OBJECTIVES AND POLICIES

The following goals and action strategies have been identified to achieve the Guiding Themes of the City of Lynnwood Economic Development Action Plan, adopted in November 2004. ~~objectives and policies form Lynnwood's first Economic Development Program. The City will continue to develop this program by working with the Chamber of Commerce, Public Facilities District and other organizations to expand its economic development opportunities.~~

GOAL:

~~**Achieve a productive balance of Lynnwood's commercial, industrial and residential sectors that will maximize livability, high productivity and quality jobs while minimizing adverse environmental impacts.**~~

Objectives:

~~**E-1:** To sustain economic development in the City of Lynnwood.~~

~~**Policy E-1.1:** Ensure that all new commercial and industrial development is of high quality and meets City design/development standards.~~

~~**Policy E-1.2:** Protect commercial and industrial developments from adverse impacts from traffic, conflicting land uses or other sources.~~

~~**Policy E-1.3:** Promote a range of economic opportunities, businesses, and services that will support the local and regional communities.~~

~~**Policy E-1.4:** Balance jobs with local housing opportunities at prices related to the economic ability of local workers.~~

~~**Policy E-1.5:** Identify areas suitable for redevelopment and develop strategies and regulations to encourage such redevelopment.~~

- Policy E-1.6:** Monitor the strengths, weaknesses, trends and opportunities of the regional and local economy.
- Policy E-1.7:** Assist with the identification of new businesses and services that are consistent with Lynnwood's community needs and vision.
- E-2:** To ensure harmonious commercial development while minimizing adverse impacts on surrounding properties and natural and sensitive areas.
- Policy E-2.1:** Adopt minimum development standards for commercial and industrial development by January 2004.
- Policy E-2.2:** Require high quality building and site design, generous landscaping and reasonable signage that are in character and scale with the development.
- E-3:** To continually promote and encourage mixed use developments that offer a mix of housing, commercial, office, and public opportunities and spaces in suitable locations outside established low density single family residential neighborhoods.
- Policy E-3.1:** Focus mixed use development efforts on sites within the Subregional Center, the College District and other suitable locations.
- Policy E-3.2:** Amend the zoning and other land development regulations to support, promote and offer incentives for mixed use developments.
- Policy E-3.3:** Ensure that capital facilities plans, programs and activities will support planned mixed use development.
- E-4:** Develop a long range Economic Development Plan for the City of Lynnwood, to be adopted as an amendment to this element of the Comprehensive Plan.
- E-5:** Continually encourage the development of a suitable citywide balance of housing, commercial, industrial, office, and public land uses, as described in the Economic Development Plan.
- Policy E-5.1:** Support and encourage economic development activities that are consistent with the following:
- Expands the variety of shopping opportunities;
 - Incorporates innovative architectural styles and effective methods;
 - Separates businesses serving regional or international markets from less intense community and neighborhood goods and services;
 - Includes site and building design that ensures continuity and integration between and among developments, sites and districts of the City;
 - Provides housing, and business opportunities for all economic segments of our community;

- Locates business services, industrial uses and similar services in compatible areas with the least possible impact on residential neighborhoods;
- Minimizes non-residential land use conflicts and environmental impacts;
- Locates public and semi-public facilities in areas that are appropriate to the scale of the facility and the nature and function of the use;
- Plans for land use and infrastructure in anticipation of need;
- Includes provisions that allow economic growth to continue, but not at the expense of quality of life; and
- Contributes to an economy that is striving to attract new businesses and high wage jobs while retaining and expanding existing businesses.

1. Grow and Diversify Lynnwood's Economy and Employment Base through Business Retention and Attraction

A. Pursue a Targeted Sector Focus to Strategically Grow the City's Economic Base

- Identify targeted growth sectors based upon an understanding of Lynnwood's current and projected economy, with emphasis on professional and technical employment in all sectors. Targeted sectors have been identified based upon analysis by the City; the Snohomish County Economic Development Council; Snohomish County 2010: A Blueprint for Education, Workforce and Economic Development; the WorkSource Snohomish County Forecast 2005-2006; and the Puget Sound Regional Council.
- Maintain Lynnwood's retail prominence as part of the City's economic and revenue base.
- Use the City's available tools to facilitate the retention and attraction of targeted businesses within growing employment sectors
- Promote Lynnwood as a tourism

B. Enhance and Market Lynnwood's Business Climate

- Establish economic development and competitiveness as core City priorities and areas of policy focus.
- Promote the City's commitment to economic development and customer service to local businesses via Business Advisory Group meetings and business visits.
- Document input received from local business owners and address substantive, systemic issues.
- Support new development that accommodates business attraction opportunities.

- Embrace recommendations to improve the City's permitting processes to best address goals for land use, economic development, and quality development:
- Encourage continued diversity and expansion of small business by printing permit forms in multiple languages. Provide access to interpretation services for permitting.
- Place welcoming and informational signs in multiple languages at City Hall.
- Develop multilingual communication materials that publicize improvements to the City's development process.
- Develop a program to reach out to new businesses owners in partnership with the Chamber of Commerce and community organizations. Identify challenges and opportunities the businesses face.

C Inventory the City's Site and Building Vacancies

- Maintain a list of the current and future property needs of existing businesses and desired new businesses by outreach to the business community.
- Develop a detailed list of available properties specifying size, zoning, and other key information.
- Develop an Internet-based service method to link businesses and developers with available properties, joining an existing service if this is determined to be the most strategic approach.

D Encourage and Facilitate Small Business Development and Diversity

- Create a one-stop resource center for business planning and assistance. Connect small business owners to the Edmonds Community College Small Business Development Center, the South Snohomish County Chamber of Commerce, the Small Business Administration, lenders, and other partners.
- Acknowledge the diversity of Lynnwood's small business owners and reach out to a diverse range of entrepreneurs and business associations through business visits and other means.
- Strengthen ethnically diverse businesses to support regional and worldwide economic linkages through local associations.

E. Explore Annexation Strategies

- Commission an annexation analysis to fully understand the economic development, fiscal, and Growth Management policy implications of annexation opportunities.
- Develop a strategy for annexation that addresses expansion opportunities.
- Pursue opportunities for increased retail development and job growth through strategic annexations when appropriate given study findings.
- Explore and assess setting an interim northern boundary for the City.

1. Implement Redevelopment Activities to Enhance the City's Economy and Sense of Place

A. Implement the City Center Plan, Adopted April 2005

- Capture the employment growth projected in the City Center Plan by attracting employers in targeted industries.
- Encourage projects that enhance the community through quality urban design.
- Establish the City Center as a focus for governmental activities, i.e. Convention Center, library, Edmonds School District offices, Edmonds Community College business support programs, Snohomish County District Court and governmental services for all levels of government
- Create an ongoing marketing program for the City Center.
- Conduct ongoing market analysis.
- Create a detailed list of available properties that could support redevelopment.
- Identify and implement potential development opportunities and options.
- Adopt community renewal strategy .
- Prepare legislative strategies and lobbying.
- Adopt state-authorized 10-year tax abatement program.
- Develop property acquisition strategy and parameters.
- Develop phased program for consolidation of City offices and facilities.
- Implement an umbrella Business Improvement District (BID) for operations and maintenance.
- Implement a parking management program.

B. Conduct Economic Revitalization and Redevelopment within Other Key Areas

- Commission a market analysis to understand the economics and related issues of identified key areas.
- For each key area pursue the following:
- Develop an area vision derived from opportunities defined by the market analysis.
- Develop area plans and strategies to realize these visions.
- Identify and use available tools for implementation.
- Create a detailed list of available properties that could support redevelopment.
- Allocate resources required for plan implementation.
- Identify options and facilitate the redevelopment of surplus Edmonds School District properties.
- Highway 99 Corridor
 - Define the Highway 99 Corridor.
 - Assess the opportunities for and facilitate reuse development in the Corridor.
 - Identify large sites and their reuse potential.
 - Identify development opportunities at specific locations served by transit and regional transportation.
- College District
 - Define the optimal size of the College District area.
 - Complete and begin execution of the College District Plan.
 - Work with Edmonds Community College to implement the College Master Plan as an economic development tool.
 - Relocate other government uses to the City Center, including the Edmonds School District offices, Edmonds Community College, and Snohomish County District Court. [related to City Center efforts, above].

- Identify infrastructure needs and strategies.
- Establish a 204th Street Local Improvement District.
- South Lynnwood Area
 - Define the geographic boundaries of the South Lynnwood area.
 - Commission a market analysis to assess the dynamics of the land use composition and business activity already underway in the area.
 - Develop an attraction strategy based on market analysis.

1. Enhance Lynnwood's Livability and Quality of Life

A. Focus on Enhancing the City's Neighborhoods

- Coordinate with other Departments and community partners to determine appropriate roles and responsibilities to support and improve the City's neighborhoods.
- Engage in an outreach plan and facilitated dialogue with neighborhoods and community members to assess the needs and interests of the City's residential areas.
- Develop a City neighborhood development work plan identifying resources and establishing priorities; determine the placement of this function within the City organization.
- Pursue grant funding to support the work plan.
- Develop a program for new City residents in partnership with local businesses, the Chamber of Commerce, and community organizations to foster neighborhood identity and a sense of place and to promote local businesses and services.
- Provide community cultural amenities and activities for quality of life by working with Edmonds Community College.
- Work with the Edmonds School District to enhance K-12 education services for community quality of life.
- Explore the feasibility and desirability of placing the neighborhood function within the City organization.

B. Encourage the Development of a Range of Housing Types to Ensure Balanced Housing Options within the City

- Conduct targeted outreach to developers and brokers to encourage and facilitate development of desired housing types.
- Work with neighborhood residents and associations to identify and address their priorities.
- Develop and implement a methodology to monitor resident satisfaction with the quality of life in Lynnwood and how it changes over time.

C. Focus on Enhancing the City's Neighborhoods

- Coordinate with other Departments and community partners to determine appropriate roles and responsibilities to support and improve the City's neighborhoods.

- Engage in an outreach plan and facilitated dialogue with neighborhoods and community members to assess the needs and interests of the City's residential areas.
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- Pursue grant funding to support the work plan.
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- Provide community cultural amenities and activities for quality of life by working with Edmonds Community College.
- Work with the Edmonds School District to enhance K-12 education services for community quality of life.
- Explore the feasibility and desirability of placing the neighborhood function within the City organization.

D. Encourage the Development of a Range of Housing Types to Ensure Balanced Housing Options within the City

- Conduct targeted outreach to developers and brokers to encourage and facilitate development of desired housing types.
- Work with neighborhood residents and associations to identify and address their priorities.
- Develop and implement a methodology to monitor resident satisfaction with the quality of life in Lynnwood and how it changes over time.

E. Invest in Neighborhood Infrastructure, Public Spaces and Amenities

- Inventory and prioritize infrastructure improvements according to a project feasibility and potential enhancement of quality of life.
- Assess and implement methods requiring new residential developments to incorporate specific amenities and designate a specific amount of space for common use by neighbors.
- Provide services to the public, i.e. Snohomish County Library.

1. Improve the City's Image and Identity in the Region through Targeted Communication Projects and Outreach

A. Develop Key Messages about Lynnwood's Assets, Strategic Vision and Opportunities

- Develop key themes and messages around the City's economic development program, its business competitiveness and approach to customer service.
- Develop messages and communication strategies for each target group: targeted businesses, developers, and neighborhoods.
- Develop consistent, consistently delivered, and true key messages for use on the City's web site, in printed materials, and to be used in speaking to stakeholder and neighborhood groups.

- Contact local newspapers regularly with pictures and story ideas to keep Lynnwood in the press.

B. Enhance the City's Information Materials

- Develop a media kit, presentation materials and trade show display to be used in promoting the City of Lynnwood to businesses, developers and target industries.
- Create a coordinated family of informational brochures on Lynnwood (demographics, employment base, tax structure, permit contact etc). These brochures should be easy to update and reproduced internally.
- Review area maps published by AAA, Rand McNally, Seattle Chamber, Travel magazines, etc, and work to have Lynnwood accurately identified.
- Provide public information through a centralized point of contact in the City.

C. Create Lynnwood's Brand

- Commission an effort to brand Lynnwood and update and align the City's identity with its strengths and priorities.
- Redesign the City's logo.
- Revise and update the City's web site and printed materials to reflect the new brand and logo.

D. Develop New Community Signage to Create a Sense of Place and Community

- Develop "way finding" signage for key locations within the City.
 - The signage should reinforce the City's boundaries, business districts and neighborhoods, as well as key destinations.
 - The signage should reflect the brand and key messages Lynnwood develops.

E. Sponsor Community Events to Create Community Involvement and Identity

- Research successful community building events in other cities and develop a plan to reinforce existing events and create 2-3 new community events.
- Identify community partners for each event and work with those public, business and non-profit organizations to define and organize the community events.



**Lynnwood Planning Commission
Meeting of June 23, 2005**

Staff Report

Agenda Item: I-2

Upcoming Commission Meetings

- Public Hearing
- Informal Public Meeting
- Work Session
- New Business
- Old Business
- Information**
- Miscellaneous

Lynnwood Dept. of Community Development — Staff Contact: Ron W. Hough, Planning Manager

- The following schedule is for planning purposes – subject to adjustments.

June 9 Meeting Cancelled – Lack of business

June 23 Public Hearing: None Scheduled
Work Session: **2005 Plan Amendments** – Continued review.

- Proposal "B" – B-2 Zone Review
- Proposal "E" – Economic Dev. Element Update

July 14 Public Hearing: None Scheduled
Work Session: **2005 Plan Amendments – Final Review**

- Good Shepherd Baptist Church – Map Amendment
- Proposal "D" – Transportation Element Update
- Proposal "F" – Five-year Implementation Program
- Proposal "G" – City Center Plan – Study Area

July 28 Public Hearing: **2005 Plan Amendments** – and Recommendations
Work Session: **Sign Code Amendments**