

2011 Comprehensive Plan Update
Small Work Group Meeting- ECONOMIC DEVELOPMENT
JANUARY 12, 2010

January 12, 2010 Small Work Group Agenda

1. Welcome and Introduction - Planning Board Chair Frank Linth
 - Welcome members of the Public
 - Introduce City Council and Planning Board members
2. Role of the Planning Board in the 2011 Comprehensive Plan Update - Chair Linth
3. Review draft mission statement and suggest changes, additions, deletions – D. Knight
4. Facilitate discussion of the economic development policy questions – D. Knight
 - Your responses will be translated into the goals and policies that will guide the city's economic development priorities over the next 10-20 years.
5. Facilitate review responses to the housing policies discussed on December 8, 2009 – D. Knight
 - Attachments include e-mail responses from Stan and Judy Heydrick and Ray and Kay George.

2011 Comprehensive Plan Goal

Update the comprehensive plan goals and policies to be consistent with the multi-county planning policies (MPP) and Snohomish County planning policies (CPP).

Guiding Principals

- Provide city staff with policy direction to amend goals and policies for review by small groups.
- Keep goal and policy language simple and easy to understand. Use "plain" language. Mean what you say.
- Split long phrases and sentences into separate single sentence statements for easier reading.
- Eliminate unnecessary phrases in the goals and policies that belong in the city's development regulations (e.g. "disallow or disapprove proposals that violate the original use intent...")
- Update goals and policies to reflect multi-county planning policies (MPP) and Vision 2040
- Update goals and policies to reflect county-wide planning policies (CPP)
- Update goals and policies to reflect citizen input and feedback.

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Draft Mission Statement

We are a community of people dedicated to working together to:

- Streamline, and simplify ~~and reduce~~ regulations to support economic growth
- Preserve, promote and protect our natural resources
- ~~Provide~~ Promote quality housing ~~for people of all walks of life to meet the community's needs~~
- Enhance how we move about the community and the region
- Create and encourage quality parks, open spaces, and ~~gathering public~~ places for everyone to enjoy
- Wisely ~~invest our tax dollars~~ use public funds to care for our public places, ~~and~~ meet our future needs, and enhance quality of life
- Attract businesses to create family wage jobs ~~to the private sector~~

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ECONOMIC DEVELOPMENT

Vision 2040 Regional Context

Overarching Goal: The region will have a prospering and sustainable regional economy by supporting businesses and job creation, investing in all people, sustaining environmental quality, and creating great central places, diverse communities, and high quality of life.

VISION 2040's economic goals and policies promote a sustainable economy that creates and maintains a high standard of living and quality of life for all. To create stable and lasting prosperity, VISION 2040 focuses on businesses, people, and places, recognizing that growth management, transportation, economic, and environmental policies must be integrated, and must take social, economic, and environmental issues into account while preserving key regional assets.

Growth Management Requirements

Pursuant to RCW 36.70A.070(7) the city is required to adopt an economic development element establishing local goals, policies, objectives, and provisions for economic growth and vitality and a high quality of life. The element shall include:

- (a) A summary of the local economy such as population, employment, payroll, sectors, businesses, sales, and other information as appropriate;
- (b) a summary of the strengths and weaknesses of the local economy defined as the commercial and industrial sectors and supporting factors such as land use, transportation, utilities, education, workforce, housing, and natural/cultural resources; and
- (c) an identification of policies, programs, and projects to foster economic growth and development and to address future needs.

Sultan 2004 Comprehensive Plan (Revised 2008)

Among other things, the Economic Development goals and policies of the 2004 Revised Comprehensive Plan establish an economic vision for the community and express support for the core goal of the local and State planning principles. In Sultan those goals are to:

- Increase employment to reduce commutes.
- Provide a sound tax base.
- Encourage small business.
- Revitalize existing properties.
- Capture existing sales tax.
- Reduce commute to retail centers.
- Market retail & industrial land opportunities.

Sultan's goal is to promote job growth somewhat in proportion to the demographic of local workers to reduce the home-to-work commute.

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Policy Questions

1. Are the economic development goals listed above from the 2004 comprehensive plan still valid in 2010?
2. Two general policies in the city's 2008 revised economic development element (page 31) specifically prohibit expanding the city limits or allowing major additional residential development within the urban growth area until or unless there are sufficient public tax revenues and employment to support additional urban populations and services. These policies are sometimes referred to as the "retail before rooftops" policies.

Should the city continue to limit residential growth in this way or allow residential growth to meet market demands with the expectation commercial growth will follow even if it means residents will experience lower levels of public services and potentially higher fees?

3. Large commercial uses, like grocery stores are allowed in all residential zones.

Should the city remove large scale commercial uses from residential zones and continue to allow cottage and home based businesses?

Should the city expand the mixed-use concepts in highway oriented and central commercial?

4. The Industrial Park Master Plan was adopted in 2002 to guide development of the area north of US 2 between Sultan Basin Road and Rice Road. The Plan has not spurred economic development and actually requires additional levels of regulation.

Should the city work to implement the Industrial Park Master Plan goals and policies to promote economic development in this area or decommission the plan and let the zoning code and market forces drive development in the area?

5. Should the city focus retail development in "centers" located at key intersections with US 2 such as Old Owen Road, Fifth Street, and Rice Road?

6. Should the city consolidate commercial, industrial, and manufacturing uses adjacent to US 2 between retail centers or should the city retain

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the current mix of retail, commercial, industrial and manufacturing uses along US 2?

7. Should the city lead economic development by investing taxpayer dollars in purchasing and developing land for mixed use retail like Mill Creek Town Center and Redmond Town Center to spur private sector investment and retail development?
8. Should the city use taxpayer dollars to actively promote economic development by hiring a professional economic development coordinator? Or, should the city have a hands-off approach to economic development and let market forces lead?
9. Should the city adopt commercial design standards to achieve a cohesive, pleasing look to commercial (retail, professional, office) development even if it costs a business owner more money to start a business in Sultan?
10. Should the city prioritize taxpayer dollars to invest in new roads and infrastructure to support the business community over repairing existing roads, sewers and waterlines serving residential neighborhoods?
11. What is the role of the Sky Valley Chamber in promoting economic development in Sultan? What is the city's role? What is the business community's role?