

CHAPTER 6 ECONOMIC DEVELOPMENT

6.1 Introduction

The City of Woodinville has evolved from a rural crossroads into a modern urban area with a high quality of life. The vision of future economic development rests on the continuing health and diversity of commercial, industrial, and residential activity. During the past two decades, the Eastside area has experienced rapid growth. With the Growth Management Act and an increase in development, Woodinville has experienced a transformation from quasi-rural to an urbanized area with a vibrant downtown core.

Woodinville's current economic base is more diverse than that in typical urban areas. The retail base for Woodinville serves area residents and includes some regional, specialized retail, and regional tourist attractions. The industrial areas of Woodinville serve a wide variety of firms. Tourism and associated businesses have grown since incorporation and is a larger portion of the economic base. These areas continue to evolve. Destination sites include wineries, restaurants, hotels, and other support businesses. During the 1990's, the City of Woodinville experienced a period of rapid development. Some downtown parcels were consolidated and developed into a regional retail center. The northern and valley industrial areas have seen considerable development.

The Planning Commission, in developing this Element, recognizes the importance of several factors to the economic future of the City as follows:

- a. Preserving industrial and commercial land,
- b. Encouraging high-quality industrial and commercial development (including flex-tech),
- c. Planning for infrastructure improvements to meet the desired economic viability of the community,
- d. Focusing attention on future mixed-use development and redevelopment,
- e. Promoting high-quality retail base,
- f. Promoting the tourist and recreation based industries in Woodinville, and
- g. Encouraging a range of quality residential options.

The following goals, policies, and implementation strategies represent a conscious compromise between an aggressive economic growth strategy and a policy of non-intervention by the City. The City's economic development philosophy is to continue the balance and diversity that currently exists between industrial, commercial and residential activities. This strategy also recognizes the specialized needs of the downtown, tourist areas, and industrial areas to develop their highest potential consistent with Woodinville's quality of life.

6.2 Goals and Policies

GOAL ED-1: To take a positive, partnership role in retaining and enhancing the existing diverse and vital economic base in the City by assisting existing firms and welcoming new firms that will enhance the quality of the economic base.

Policies

- ED-1.1** Maintain and enhance the existing level of industrial development which may allow a mixture of business and employment opportunities.
- ED-1.2** Provide assistance to the public, applicants, and developers through an efficient and economical permitting process as a means of enhancing the City's goal for quality customer service.

- ED-1.3** Offer a menu of incentives for businesses to develop or expand in a manner consistent with the goals and policies of the Comprehensive Plan.
- ED-1.4** Plan for infrastructure to:
1. Accommodate redevelopment, infill development, and new development,
 2. Mitigate the adverse impacts of such development, and
 3. Meet or maintain level of service standards in both residential and non-residential areas.
- ED-1.5** Take full advantage of local, County, State, Federal, and private organizations with marketing resources, programs, grants, and other information aimed at enhancing economic development planning and other activities.
- ED-1.6** Encourage effective combinations of public and private transportation to facilitate work and shopping trips to and from Woodinville's businesses and residential areas.
- ED-1.7** Stimulate effective dialogue between the business community and the City of Woodinville's plans, programs, policies, and regulations.
- ED-1.8** Support our economic development goals and policies through cooperation with the private sector on public/private projects.
- ED-1.9** Provide flexible standards which allow businesses to expand, grow, diversify and redevelop by promoting infill at appropriate sites.
- ED-1.10** Encourage additional infrastructure to meet technological needs that provides state of the art quality of service and current trends in business technology needs.
- ED-1.11** Cooperate with educational institutions to make quality educational opportunities available to the community.

GOAL ED-2: To maintain a quality environment, recognizing that this is one of Woodinville's most important assets in attracting economic activity.

Policies

- ED-2.1** Insure that the implementation of the Economic Development Goals, Policies and Strategies reflect the Community's vision of Woodinville.
- ED-2.2** Protect the beauty of the natural environment to maintain a community where residents want to live and work.
- ED-2.3** Encourage continued high-quality housing for a mix of income levels, recognizing that availability of a mix of housing is closely related to the quality and quantity of businesses and the job base.
- ED-2.4** Encourage a balance of quality residential areas and employment opportunities within the City to minimize commute distances and maintain a high level of well-paying jobs.
- ED-2.5** Improve the aesthetics and site designs of existing City-owned non-residential developments through landscaping and urban design principles.
- ED-2.6** Evaluate incentives for the private sector to improve the aesthetics of existing non-residential sites.

GOAL ED-3: To address the potential increasing shortage of commercial and industrial land within the City's current boundaries.**Policies**

- ED-3.1** Maintain a current inventory of available land for non-residential redevelopment and new development, and carefully assess the most appropriate zoning category based on future employment needs consistent with the community vision and character.
- ED-3.2** Increase the intensity of commercial and industrial areas by encouraging redevelopment and infill development.
- ED-3.3** Preserve the amount of land in the Comprehensive Plan designated for commercial and industrial development.

GOAL ED-4: To recognize and support the commercial districts within the City.**Policies**

- ED-4.1** Build on Woodinville's strengths in regional tourism and recreation by linking these areas with other parts of the community.
- ED-4.2** Encourage the non-residential areas abutting the freeways, highways, arterials, and railways to present a more aesthetically appealing image of the community.
- ED-4.3** Develop programs and projects which encourage a healthy, vibrant business community and set priorities for capital facilities, such as a downtown master plan, and Little Bear Creek corridor plan.
- ED-4.4** Continue to monitor and refine, as necessary, programs and projects which, encourage a healthy, vibrant business community. These programs and projects include: General Business, Commercial, Industrial & Multi-family (as commercial real estate) design principles and guidelines, and tourist district master plan.

GOAL ED-5: To coordinate with other jurisdictions to ensure regionally sound economic development.**Policies**

- ED-5.1** Participate in regional planning efforts to develop strategies that promote economic diversification.
- ED 5.2** Study and identify Woodinville's role in the regional economy to understand our impact to other jurisdictions.
- ED-5.3** Cooperate with other jurisdictions to identify and plan common infrastructure needed for economic development.

6.3 Implementation Strategies and Monitoring

1. Identify the firms that support regional job base and that offer economic stability.
(Implements ED-1.1 & 5.1)

2. Maintain, monitor and create, as necessary, design and development regulations to improve and maintain the appearance of commercial-and industrial areas and buffer them from residential areas. *(Implements ED-1.1 & ED-4.2)*
3. Maintain adequate staffing, which facilitates all land use, environmental, and building permits and approval processes in a timely manner. *(Implements ED-1.2)*
4. Create and monitor a process to maximize funding resources for the community. *(Implements ED-1.3)*
5. Work regularly with the local Chamber of Commerce, Downtown Association, and other business groups, Seattle-King County and Snohomish Economic Development Councils, private and public utilities as well as Community, Trade and Economic Development (Washington State), and other cities to identify firms and/or industries consistent with a viable economy and quality of life in Woodinville. *(Implements ED-1.1, 1.4 & 1.7)*
6. Review City's parking requirements to ensure they meet current and reasonable industry standards. *(Implements ED-1.8)*
7. Create an outreach program that reviews the goals, policies, plans and implementation actions of the City to ensure input from citizens, local business and real estate communities. *(Implements ED-1.2 & 1.8)*
8. Develop and maintain working documents of land use inventories to monitor the amount of land available and potentially available for development and redevelopment. *(Implements ED-3.1, 1.1 & 3.3)*
9. Draw on resources from organizations, groups, and/or agencies to assist with the City's effectiveness to increase the development, redevelopment, and rehabilitation potential of economic development. *(Implements ED-3.2)*
10. Identify opportunities for siting shared parking and other amenities for workers and residents. *(Implements ED-3.2 & 3.3)*
11. Provide outreach programs to the community that offer opportunities to identify any obstacles for redevelopment of commercial and industrial properties. *(Implements ED-1.1, 1.2 & 3.2)*
12. Continue to provide mechanisms to encourage development and redevelopment on smaller parcels that have environmental constraints without endangering environmentally sensitive areas (i.e., TDRs land banking, off-site mitigation). *(Implements ED-1.4 & 3.2)*
13. Continue to review and update land use design and zoning regulations to allow flexibility in development that encourages higher densities, mixed uses, innovative approaches to land assembly, utilization, redevelopment, in-fill development, and rehabilitation of significant or economically viable buildings. *(Implements ED-1.2, 1.4 & 3.2)*
14. Develop and maintain, as required, area specific plans and infrastructure plans to encourage commercial and industrial development without time-consuming, expansive, and piecemeal development. *(Implements ED-1.4, 1.5 & 4)*
15. Cooperate with local business organizations and owners and operators of tourist attractions to develop signage coordinated with maps that can be available and distributed locally and within the region to visitor industry information outlets. *(Implements ED-4.1)*
16. Cooperate with local business organizations and tourist attraction owners and operators to organize, promote, coordinate, and publicize celebrations, festivals, etc., to stimulate local visitor industries. *(Implements ED-4.1)*
17. Consider and support innovative transportation and other techniques to minimize or mitigate impacts on local businesses and residents during times of and in areas of intense visitor impact. *(Implements ED-4.1)*

18. Cooperate with local business organizations and tourist attraction owners and operators to examine the feasibility of a transit system to tie together tourist and other areas with appropriate business concentrations. *(Implements ED-4.1)*
19. Develop a Downtown Master Plan that may contain the following economic aspects:
(Implements ED-4.3)
 - a. A market analysis that depicts current conditions, opportunities, and constraints,
 - b. A strategy(ies) for retaining and augmenting downtown Woodinville's economic vitality and encourage retention and recruitment of business,
 - c. Develop a cohesive design strategy for downtown,
 - d. Traffic analysis to monitor grid street and other improvements and identify other possible improvements, *(Implements ED-1.5)* and
 - e. Analyze opportunities for public investment in public amenities and infrastructure.
(Implements ED-1.5)
20. Develop a Little Bear Creek Master Plan. *(Implements ED-4.3)*
21. Cooperate with other jurisdictions by participating in regional committees, meetings, and projects. *(Implements ED-6.4)*
22. Develop a Citywide Economic Development Plan that may contain the following economic aspects:
 - a. Survey the Woodinville business community directly to discover detailed characteristics about the existing businesses and determine in an anonymous way their problem areas and their suggestions for improvement,
 - b. Survey the households in the market area within and outside of the City of Woodinville to ascertain where they typically shop, what would keep them shopping here, what products they are buying, and opinions about local businesses,
 - c. Build understanding and support between the local businesses and residential community and involve the business and development community in formulating a strategy for improving the local economy,
 - d. Maintain close contact and coordination with local business and property owner organizations, city's decision-makers, staff and other key community leaders,
 - e. Have a significant public information/public relations/advertising component that would be provided by a firm that specializes in this set of actions,
 - f. Develop a market analysis that depicts current conditions, opportunities, and constraints,
 - g. Develop a strategy or strategies for retaining and augmenting Woodinville's economic vitality and encourage retention and recruitment of businesses,
 - h. Develop a cohesive design strategy for Woodinville.
 - i. Develop a traffic analysis to monitor grid street and other improvements and identify other possible improvements,

- j. Analyze opportunities for public investment in public amenities and infrastructure, and
- k. Create a menu of incentives for businesses to develop or expand in a manner consistent with the Citywide Economic Development Plan.