

# Economic Development Element

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## Background and Analysis

### Purpose and Relationship to GMA

Economic Development is vital to preserving the level of service the citizens of Bothell enjoy. The purpose of the Economic Development Element is to provide guidelines for maintaining, enhancing and creating economic activity in appropriate locations within the Planning Area, so as to guarantee the long-term fiscal stability of the city, provide a variety of employment opportunities, and ensure adequate selection and availability of goods and services for all Bothell residents.

The Growth Management Act contains the following goal promoting economic development:

"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, promote the retention and expansion of existing businesses and recruitment of new businesses, recognize regional differences impacting economic development opportunities, and encourage growth in areas experiencing insufficient economic growth, all within the capacities of the state's natural resources, public services, and public facilities."

Moreover, the Act requires countywide planning policies to address economic development and employment. Accordingly, the King and Snohomish County countywide planning policies contain policies addressing this topic (see **Appendix A**).

In 2002 the Growth Management Act was amended to require jurisdictions to include an economic development element in their comprehensive plans. The amendment prescribed the components of an economic development element. However, the amendment also included language rendering this requirement "null and void until funds sufficient to cover applicable local government costs are appropriated and distributed by the state at least two years before local government must update comprehensive plans as required in RCW 36.70A.130."

As of 2004 sufficient funds had not been appropriated by the state to complete all of the components required for an economic development element. Hence, the GMA amendment requiring an economic development element does not yet apply. Regardless of the invalidity of the GMA mandate, Bothell has elected to include an economic development element since the inception of the *Imagine Bothell...* plan process in 1990. State funding has not been allocated to allow completion of all of the components listed in the GMA, but the element nevertheless has provided valuable economic development direction since 1994.

This element describes the existing economic activity centers in Bothell and establishes goals, policies and actions to promote a financially sustainable community and economic opportunity for Bothell citizens.

Economic activity within the Planning Area can be divided into six categories:

1. Regional Activity Centers;
2. Community Activity Centers;
3. Neighborhood Activity Centers;
4. Specialty Activity Center;
5. Activity outside of centers;
6. Home occupations.

These categories are discussed in detail below and depicted on **Figure ED-1**.

## Regional Activity Centers

Regional Activity Centers provide employment and shopping opportunities over a multi-county area. There are two such centers within the Planning Area (see **Figure ED-1**):

The **North Creek Regional Activity Center**, comprising approximately 878 acres located east of I-405, straddling the King-Snohomish County line, and containing the Quadrant North Creek, Quadrant Monte Villa and Schnitzer business parks, the University of Washington, Bothell / Cascadia Community College co-located campus, and retail development in the south portion of the activity center.

The **Canyon Park Regional Activity Center**, comprising approximately 637 acres located north of I-405 on both sides of the Bothell-Everett Highway, and containing the 300-acre Canyon Park Business Center and several large light manufacturing businesses.

Employment capacity in the two regional activity centers, assuming a continuation of the current pattern of development and business types, is estimated to be about 45,000.

## Community Activity Centers

Community Activity Centers provide shopping, personal and professional services, dining, and entertainment opportunities on a city-wide scale. There are three such centers within the Planning Area (see **Figure ED-1**):

The **Downtown Bothell Community Activity Center**, comprising approximately 111 acres in Bothell's historic central business district, located along SR 522 and SR 527 from the Wayne Curve north to about NE 190<sup>th</sup> Street, and east of SR 527 along Main Street and Beardslee Boulevard to I-405.

The **Canyon Park Community Activity Center**, comprising approximately 98 acres and located around the intersection of SR 527 and 228th Street SE. The two main developments in this area are the Canyon Park and Canyon Park Place shopping centers.

The **Thrasher's Corner Community Activity Center**, comprising approximately 48 acres and located around the intersection of SR 527 and SR 524 (Filbert and Maltby Roads).

## Neighborhood Activity Centers

Neighborhood Activity Centers provide limited shopping and services opportunities for the immediate surrounding residential area. There are four such centers designated within the Planning Area (see **Figure ED-1**):

The **Meridian / 228th Neighborhood Activity Center**, located at the northwest and southwest corners of Meridian Avenue and 228th Street SE, and comprising approximately 3 acres.

The **SR 527 / 240th Neighborhood Activity Center**, located at the intersection of the Bothell-Everett Highway and 240th Street SE, and comprising approximately 3 acres.

The **Juanita-Woodinville / 160th Neighborhood Activity Center**, located at the intersection of Juanita-Woodinville Way and NE 160th Street, adjacent to I-405, and comprising approximately 4 acres

The **Juanita-Woodinville / 145th Neighborhood Activity Center**, located at the intersection of Juanita-Woodinville Way and NE 145th Street, and comprising approximately 4 acres.

Other neighborhood activity centers may be appropriate when population is sufficient to support such centers. Potential neighborhood centers are depicted on **Figure ED-1**.

## Specialty Activity Centers

Specialty Activity Centers comprise a concentration of businesses providing a particular type of product or shopping experience, typically for a regional market. The Planning Area contains one such center, Country Village, located on the Bothell-Everett Highway north of 240th Street SE. Country Village is a collection of retail shops and restaurants arranged in a country setting. The development is extremely popular, drawing tourists and shoppers from throughout the region (see **Figure ED-1**).

## Activity outside of centers

Activity outside of centers comprises businesses which are not part of a concentration of economic activity but are often single businesses located within residential neighborhoods.

## Home occupations

Home occupations comprise businesses which are carried on in a dwelling unit by a member of the family living in the unit, and which are customarily incidental to the use of the premises as a dwelling.

## Development of Goals, Policies and Actions

Since 1982, Bothell has experienced a dramatic economic transformation. From a suburban bedroom community whose economic activity was generally confined to the provision of goods and services for the community, Bothell has evolved into a major regional employment hub that in 1998 ranked fourth in high technology jobs among cities in the central Puget Sound region, behind Redmond, Seattle and

Bellevue<sup>1</sup>. This growth was initiated by the availability of developable land in the North Creek Valley, but has been sustained by the City's geographically advantageous position within the Puget Sound region and a high quality of life which attracts employers and employees alike. Moreover, sufficient capacity exists within the North Creek and Canyon Park office / light industrial activity centers to accommodate employment growth well beyond the 2025 growth target.

With respect to Bothell's role as a regional employment center, the emphasis of this element is on how to maintain and, where possible, enhance the favorable business climate which currently exists, while protecting the City's residential areas from intrusion of incompatible uses. Concerning Bothell's retail and services areas, the direction of the following goals, policies and actions is to enhance the long-term viability of these areas by making them more attractive to customers through design and access improvements.

The Economic Development goals, policies and actions were developed, in part, from comments and suggestions received in the following five forums: A 1992 Northshore Chamber of Commerce roundtable meeting; a 1992 Planning Commission roundtable meeting; a 1993 economic development luncheon; a 1998 economic development analysis and strategic plan; and, community sustainability workshops held in 2000 and 2001. An Economic Development Action Program adopted by the City Council in 2003 was also the source of several actions included in the 2004 update of this element.

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<sup>1</sup> Puget Sound Regional Council, 1999 Central Puget Sound Regional Economic Report, Patterns and Trends, 1995-1998. 1999.

# Economic Development Goals, Policies and Actions

## Goals

- ED-G1 To develop and maintain a strong, diversified and sustainable economy, while respecting the natural and cultural environment and preserving or enhancing the quality of life in the community.
- ED-G2 To improve the quality of life and create places where people can live, work, learn, shop and play.
- ED-G3 To encourage economic development activities which take into consideration the capacities of the area's natural and cultural resources, public services, and public facilities.
- ED-G4 To increase livable wage jobs that raise the per capita income.
- ED-G5 To promote local citizen support of businesses located in Bothell.
- ED-G6 To promote economic opportunity for all citizens of Bothell, especially unemployed and disadvantaged persons.
- ED-G7 To retain existing businesses and attract new businesses that provide living wage jobs and a diversity of products and services desired by Bothell residents.
- ED-G8 To cultivate businesses which foster increased tourism and shopping in Bothell.

## Policies

- ED-P1 Work with local businesses and associations to identify ways in which the City and local businesses can cooperate on economic development issues and strategies.
- ED-P2 Allocate land for retail development in appropriate locations and in sufficient acreage to attract and maintain shopping opportunities at the neighborhood, community and regional levels.
- ED-P3 Identify and facilitate key public or private development projects with a high likelihood of market success and the potential to stimulate additional development. Examples of this type of catalyst project that have already been identified include the following:
- Potential redevelopment of properties along the west side of the Bothell-Everett Highway, north of SR 522; and

- Potential development of a pedestrian bridge over SR 522 and retail development on 1.86 acres of City owned property east of Bothell landing which could successfully link Main Street businesses and the Sammamish River.

- ED-P4 Designate a commercial and scenic transportation route through Bothell which would serve the purposes of establishing a commercial identity for Bothell and linking the retail, office, commercial and industrial activity centers within the City. Along the route, business areas would alternate with natural open space for a pleasing driving, bicycling, walking or transit riding experience. See **Figure ED-2**.
- ED-P5 Consider resource, service, and infrastructure capacities when reviewing applications for new commercial development.
- ED-P6 Ensure that new commercial development incorporates site and building design features to promote commuting by foot, bicycle, carpool and/or transit. Such features may include but are not limited to shower facilities, bicycle lockers, close-in carpool parking, and shelters at transit stops.
- ED-P7 Provide for the development of a small-scale mixed use neighborhood village as a means of promoting a sense of community, encouraging pedestrian and bicycle mobility, and reducing the number and length of motorized convenience shopping trips. See **Figure ED-3** for a conceptual drawing of the proposed village at SR 527 and 240th Street SE.
- ED-P8 Monitor, support, and where appropriate participate in State, County and regional economic development efforts.
- ED-P9 Encourage business, commercial and industrial building and site design to adhere to the highest architectural standards. Visual interest should be achieved through facade modulation, use of attractive colors, textured surfaces, or other means. Incorporation of works of art in site design is strongly encouraged. See also Urban Design element.
- ED-P10 As a means of promoting vibrant retail areas, encourage the combination of residential dwelling units and businesses on the same property or within an identified district, where deemed to be appropriate.
- ED-P11 Promote pedestrian oriented commercial development which incorporates a focus of activity, and is architecturally distinctive. Strip commercial development is strongly discouraged.
- ED-P12 Promote structured parking where appropriate as a means of creating compact retail areas.
- ED-P13 Develop guidelines for and encourage and offer incentives for the provision of day care by businesses for their employees' children.
- ED-P14 Identify sectors of the economy within Bothell where opportunity might exist to create additional jobs and identify potential strategies for attracting employment.
- ED-P15 Identify, encourage and promote commercial development which generates a high annual revenue return while respecting the natural and cultural environments and preserving or enhancing the quality of life in the community.

- ED-P16 Encourage active cooperation between the City and local businesses concerning economic development issues, including the support of those businesses which have specialized infrastructure, building design and transportation needs.
- ED-P17 Pursue transportation system improvements to ensure efficient transport of goods and convenient access for employees and customers to and from places of business. Such system improvements should include transit facilities and services.
- ED-P18 Explore ways in which the downtown retail shopping area might be further enhanced and linked to the Sammamish River. Measures to be explored may include but not be limited to the construction of pedestrian overpasses or a deck over SR 522; and offering incentives for incorporating retail space in structured parking.
- ED-P19 Explore ways in which the UW Bothell / Cascadia Community College campus might be linked to the downtown activity center to promote economic opportunity for downtown businesses and a greater sense of community for UW/CCC students, faculty and staff.
- ED-P20 Where appropriate, participate or otherwise assist in business-sponsored activities to increase local awareness of goods and services available in Bothell.
- ED-P21 Promote recreational and cultural activities as an economic stimulus.
- ED-P22 Ensure that City licensing and permitting practices and procedures are consistent and expeditious. Where specialized industry requirements call for inspections by other government agencies, coordinate with those agencies to strive for consistency and minimize duplication of efforts.
- ED-P23 Link the area's natural and built features in order to reinforce community identity and support Bothell businesses.
- ED-P24 Encourage public and private investment in public infrastructure to improve the economic base and accommodate growth.

## Actions

- ED-A1 Monitor the amount and rate of land consumption for business, commercial and industrial uses to ensure that the amount of land zoned for such uses is adequate to meet employment forecasts.
- ED-A2 Complete analyses (e.g., socioeconomic base analysis, shift-share analysis, retail gravity analysis) to provide a technical foundation upon which economic strategies and decision making can be based.
- ED-A3 Continue discussions with local businesses and associations to determine how the City might assist with local economic development concerns.

- ED-A4 Prepare a master plan for Downtown to provide a template for redevelopment that would meet the City's economic development, land use, historic preservation, transportation and urban design goals.
- ED-A5 Task the appropriate boards and commissions to identify and promote recreational and cultural activities which might serve as an economic stimulus.
- ED-A6 Identify tax incentives, grants, potential changes in state legislation, or other mechanisms to encourage development and redevelopment.
- ED-A7 Explore opportunities for retail development that generate sales tax revenue, which is a source of substantial funding for maintaining, enhancing, and adding new City services.
- ED-A8 Work with regional economic development groups to enhance Bothell's economic opportunities.
- ED-A9 Explore the appropriateness of identifying incentives for providing on-site day care in businesses.
- ED-A10 Support and establish programs, events and attractions which reinforce the community's identity and support Bothell businesses.
- ED-A11 Identify a specific route for the Bothell Business Loop and develop uniform right of way\_ design standards incorporating such features as landscaping islands, a street tree theme, special Business Loop signage and street lighting, and street furniture.
- ED-A12 Continue to review and update the city's licensing and permitting procedures for equity and efficiency.
- ED-A13 Serve as a knowledgeable and reliable source for local business creation, assistance and development programs.
- ED-A14 Continue to obtain staff training and in turn educate the business community concerning the economic benefits of promoting historic preservation.
- ED-A15 Continue and expand efforts to improve coordination on economic development matters among elected officials, appointed boards and commissions, City senior management staff and departments, local businesses, citizens and other parties with an interest in economic development.
- ED-A16 Expand efforts to share information regarding the City's economic development programs and activities with community constituencies in order to develop a stronger community partnership in the City's economic development program.
- ED-A17 Leverage marketing and development opportunities through partnerships with State, regional and local economic development partners.
- ED-A18 Build on partnerships with the University of Washington, Bothell and Cascadia Community College to maximize the educational benefit aspects to economic development in Bothell.

- ED-A19 Work with site selection consultants, real estate developers, state and local economic development agencies and other partners to attract new business and industry to Bothell properties.
- ED-A20 Develop an inventory of available “tools” to aid in business attraction, including, where feasible, financial as well as non-financial incentives.
- ED-A21 Develop and update marketing materials, including signs, brochures, information sheets or other collateral materials which support the marketing of Bothell as a place to do business.
- ED-A22 Explore the potential for “testimonial” marketing of Bothell by existing businesses in the city.
- ED-A23 Participate in a full range of King County and Snohomish County Economic Development Council activities, including industrial marketing and promotion, research, committee meetings and other efforts to attract new business and industry to Bothell.
- ED-A24 Work with the local Chambers of Commerce, merchants, property owners and local citizens to develop a “Downtown Revitalization Implementation Plan”, based on the anticipated updating of the Downtown Subarea Plan scheduled for 2005.
- ED-A25 Work with the local Chambers of Commerce to establish a formal “Business Retention and Support” program.
- ED-A26 Participate with King County and Snohomish County Economic Development Councils and other state and regional efforts to assist and retain existing businesses.
- ED-A27 Continue to work with City departments to maximize opportunities to contract for locally provided goods and services.
- ED-A28 Wherever possible, showcase local business success and expansion through City participation in ribbon cuttings and other business recognition programs.
- ED-A29 Explore the potential for creating an annual “City of Bothell Business Achievement Award” that would honor significant contributions by business to the quality of life in Bothell.