Economic Development Element

The following Background and Analysis heading is unnecessary and is thus proposed to be deleted.

Background and Analysis
Purpose and Relationship to GMA

The following initial minor text edits have been expanded based on input received by Commissioner Battuello just prior to the May 21 hearing with the following comment: “The intent of economic development is to create healthier (physical, social, and fiscal) communities. The key to achieving this is partnership between the City and economic development interests. In the current and looking to the future, economic development will continue to move to more innovative public-private partnerships, with the current developer fee approach deterring recruitment and being less competitive with other communities. The City needs not rely on its existing economic and jobs base, it must build anew a healthier and more robust program to recruit, retain, and enhance local business, local jobs, and local retail and entertainment options.” Staff has made minor revisions to the proposed text edits.

Economic Development is vital to preserving the Bothell’s level of service, quality of life and the citizens ability of the City of Bothell enjoy to provide quality services and an enjoyable community. 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. Through the City’s actions to partner with economic development interests, the citizens of Bothell will have greater employment opportunities, more diversity in the goods, service and entertainment provided by a robust economy and a higher level of public services, 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 Appendices LU-A-1 and LU-A-2).

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 while sufficient funds had not yet been appropriated by the state to complete all of the components required for an economic development element, 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 and continues to provide a framework for economic development in the future.

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 and the types of economic activities they support are discussed in detail below and depicted on Figure ED-1. Economic activities range from research, office and manufacturing in the business parks to major retail and specialty shops and services in the various activity centers to home offices and businesses.
Planning Commission Recommendation

The University of Washington Bothell / Cascadia College campus is another significant economic engine for the community and surrounding areas. It not only provides significant employment, but also helps train a highly capable workforce for community businesses. Staff and students provide customers for local businesses and services. Partnerships with local businesses and industries provide mutual benefits and strengthen the overall economic vitality of the community.

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 878-754 acres located east of I-405, straddling the King-Snohomish County line, and containing the Schnitzer Quadrant North Creek, Quadrant x Monte Villa Center and Schnitzer Bothell 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 following edits reflect shifting the UWB/CC campus from the North Creek Regional Activity Center to the Downtown Bothell Community Activity Center, reflecting the same change in the subarea boundaries that was made in the Downtown Plan.

The Downtown Bothell Community Activity Center, comprising approximately 444-255 acres in Bothell’s historic central business district, located along SR 522 and SR 527 from the Wayne Curve north to about NE 190th Street, and east of SR 527 along Main Street and Beardslee Boulevard to I-405, including the University of Washington Bothell / Cascadia College co-located campus. Regardless of what activity center it is in, the UWB/CC campus is growing rapidly with the completion of the South Access project which allows attendance to increase from 3,000 to 10,000 full time equivalent students, making it a major force in Bothell’s economic development.

The following edits reflect shifting the UWB/CC campus from the North Creek Regional Activity Center to the Downtown Bothell Community Activity Center, reflecting the same change in the subarea boundaries that was made in the Downtown Plan.

The following edit provides some regional planning context, jobs data, and references the proposal to do additional planning for the Canyon Park Regional Activity Center together with the adjacent Canyon Park and Thrashers Corner Community Activity Centers.

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. The Canyon Park Regional and Community Activity centers also comprise Bothell’s designated Regional Growth Center in the Puget Sound Regional Council Vision 2040 Plan, with 8,566 jobs as of 2008. Together with the Thrasher’s Corner Community Activity Center, these areas should be considered as an integrated whole as part of a future planning process to better capitalize on the unrealized potential of these areas for both residential and commercial growth.

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 following edits reflect shifting the UWB/CC campus from the North Creek Regional Activity Center to the Downtown Bothell Community Activity Center, reflecting the same change in the subarea boundaries that was made in the Downtown Plan.

Imagine Bothell… Comprehensive Plan
Economic Development Element
2015 Periodic Update
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 following edits reflect the expansion of the Thrasher's Corner Community Activity Center into the unincorporated Snohomish County “Urban Center” within Bothell’s potential annexation area. A reference is added about the proposal to do additional planning for the Canyon Park Regional Activity Center together with the adjacent Canyon Park and Thrashers Corner Community Activity Centers.

The **Thrasher's Corner Community Activity Center**, comprising approximately 48 acres **within the city limits** and about 252 acres in unincorporated Snohomish County (of which the majority is within Bothell’s potential annexation area), located around the intersection of SR 527 and SR 524 (Filbert and Maltby Roads).

Both the Canyon Park and Thrasher’s Corner Community Activity Centers should be planned in conjunction with the Canyon Park Regional Activity Center (see above).

### Neighborhood Activity Centers

The following minor text edit is suggested to make the characterization more descriptive and less negative.

Neighborhood Activity Centers provide limited convenience 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 following edit is suggested to acknowledge potential redevelopment of adjacent federal property which could bolster this as a neighborhood activity center.

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. Redevelopment of the adjacent federal property to the southwest could increase the area and/or add significant housing within walking distance.

The following edits reflect the decommissioning of SR 527 south of I-405 and acknowledge the need to coordinate planning with Country Village. Planning Commission may consider incorporating these two into one activity center.

The **SR 527 Bothell-Everett Highway / 240th Neighborhood Activity Center**, located at the intersection of the Bothell-Everett Highway and 240th Street SE, and comprising approximately 3 acres. This area is also known as the Red Barn Village special district and should be planned in conjunction with the adjacent Country Village Specialty Activity Center.

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.

The following additions acknowledge two small commercially zoned areas in our Snohomish County potential annexation areas that are suitable activity centers.

The **Filbert / Winesap Neighborhood Activity Center**, located at the intersection of Filbert Road and W Winesap Road, and comprising approximately 7 acres.

The **Maltby / Jewell Neighborhood Activity Center**, located at the northeast corner of the Maltby Road and Jewell Road intersection, and comprising approximately 4 acres.
Other neighborhood activity centers may be appropriate when population is sufficient to support such centers. Potential neighborhood centers are at 228th and 45th depicted on Figure ED-1.

Specialty Activity Centers

The following edit reflects a staff suggestion to treat Country Village and Red Barn Village as an integrated activity center.

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). Planning for this area should be done in conjunction with the adjacent Red Barn Village Neighborhood Activity Center (see above).

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

The following edits reflect the requirement that home occupations be secondary uses and add a new type of home occupation that is emerging in downtown.

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. In downtown, we are beginning to see some ground level apartments that are designed to convert to commercial use as demand evolves and might become live-work spaces in the meantime.

Development of Goals, Policies and Actions

Some additional updating of this section may be warranted, including the reference to Bothell’s ranking for high tech jobs among Puget Sound communities. PC 6/18/14 – Commissioner Battuello suggests deleting references more than 20 years old.

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. 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 20325 growth target.

The following addition reflects consultant input from the Downtown Plan effort. Other additions may be warranted to reflect other economic studies related to the downtown revitalization. PC 4/30/14 – The University of Washington Bothell (UWB) provided a number of edits, the first of which is adding “students” below. PC 6/18/14 – additional changes suggested by Commissioner Battuello.
Planning Commission Recommendation
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. This would reduce the retail “leakage”, enhance business recruitment and retention, and provide more high quality retail, commercial and entertainment options for Bothell residents, students and employees.

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. Community forums and plans dating back to the early 1990s. 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.

More recently, the City has worked with emerging industries to form the Bothell Biomedical Manufacturing Innovation Zone to promote the development of the biomedical device cluster through programs centered on improving industry branding, funding, networking, education/development, and secondary industry support.

Economic Development Goals, Policies and Actions

Goals

PC 6/18/14 - Commissioner Battuello suggested revising goals to read as aspirational statements, not actions, as revised throughout the Goals section, but the consensus was to stay with the same style as in other elements. Some deletions are recommended to avoid redundancy.

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 for Bothell citizens.

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 and promote a full spectrum of job growth.

ED-G5 To promote local citizen support of businesses located in Bothell.

ED-G6 To promote economic opportunity for all citizens of Bothell, especially inclusive of unemployed and disadvantaged persons.
The comment on the revision below suggested a companion Goal regarding retail, commercial and entertainment opportunities. Staff suggests adding those here rather than having two separate goals for business retention and recruitment.

ED-G67 To retain existing businesses and attract new businesses that provide living wage jobs and a diversity of products and services desired by Bothell residents. To provide successful business recruitment and retention programs that increase the number of local jobs and offer broader employment opportunities, while also offering diverse retail, commercial and entertainment options for Bothell citizens.

ED-G78 To cultivate local businesses which supported by the City that foster increased tourism and shopping in Bothell.

A number of additions below recognize the importance of educational institutions to Bothell’s economic development.

ED-G89 To work with local educational institutions to promote good jobs and a well trained workforce. To promote a locally educated work force program that attracts new talent to jobs and businesses in Bothell.

Policies

ED-P1 Werk-Partner with local businesses, educational institutions and associations business groups to identify ways in which the City and local businesses can cooperate on economic development issues and strategies improve Bothell’s position as a regional force in job creation and business growth.

ED-P2 Allocate-Designate land for of sufficient acreage to attract retail development in appropriate locations and in sufficient acreage to attract and maintain shopping- and enhance retail and entertainment opportunities at the neighborhood, community and regional levels.

ED-P3 Identify and facilitate key public or private Partner with private interests to implement development projects with a high likelihood of market success and the potential to stimulate additional development. Examples of this type of Target catalyst project s that have already been identified include the following:

The following edits reflect policies developed through the Downtown Plan.

- Potential redevelopment of properties, including former Northshore School District land, along the west side of the Bothell-Everett Highway, north of SR 522;
- Connecting the above properties to the historic downtown core through the redevelopment of Bothell Way as a multiway boulevard and the extension of Main Street to the west of Bothell Way;
- Realigning SR 522 to ease traffic flow, provide more and better pedestrian connections to an expanded Park at Bothell Landing, allow for extending Main Street to the west and the development of anchor retail directly adjacent to Main Street;
- Development of a new City Hall and complimentary private development on the existing City Hall block; 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.
Planning Commission Recommendation

- Potential transit-oriented development on the existing King County Metro Park and Ride lot between 102nd, SR 522 and Kaysner Way.

Staff suggests that the Planning Commission consider whether the following notion is still a viable concept, given the current trend of cutting transportation services. If it determined that it should be retained, the concept should probably be fleshed out a bit further, exploring potential implementation strategies and clarifying whether it should be a single loop serving transit, driving, bicycling and walking, or if those different modes should have different routes. PC 4/30/14 - UWB supported the concept and suggested adding “educational institution.” PC 6/18/14 - Commissioner Battuello proposed eliminating this policy, suggesting there are many higher priorities.

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, educational institution, 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, proactively plan and communicate with economic development interests as soon as possible in the permit application process the appropriate level of service and infrastructure capacities when reviewing applications for new commercial development giving consideration to economic development opportunities.

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 Proactively seek opportunities for public-private partnerships that promote a community that is more desirable for residents and more attractive for business to locate and create jobs.

The following edits reflect the fact that the neighborhood village illustrated in the current comprehensive plan has been substantially completed, making this policy more general, applying to improving existing neighborhood activity centers and potentially creating a new one.

ED-P7P8 Provide for the development of a small-scale mixed use neighborhood villages 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-3-1 for a conceptual drawing of the proposed village at SR 527 and 240th Street SE locations of existing neighborhood activity centers that could be enhanced and a potential new one.

ED-P8P9 Monitor, support, and where appropriate participate in State, County and regional economic development efforts to the benefit of Bothell residents and businesses.

PC 6/18/14 - Commissioner Battuello suggests leaving the below policy to Urban Design.

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.
Planning Commission Recommendation

ED-P11  **PStrongly** promote pedestrian oriented commercial development which incorporates a focus of activity, and is architecturally distinctive. **Strip commercial development is strongly discouraged.**

The following minor edit elaborates on the benefit of structured parking and reinforces the promotion of pedestrian oriented development.

ED-P12  Promote structured parking where appropriate as a means of creating compact, pedestrian oriented retail areas.

**PC 6/18/14** - Commissioner Battuello supports this goal, but questions whether the City has taken any action on it and if there are any realistic incentives to consider. If not, he suggests deleting.

ED-P13  Develop guidelines for and encourage and offer incentives for the provision of day care by businesses for their employees’ children.

**PC 4/30/14** - Staff received direction to beef up policies for business recruitment and retention, and provides the additions below for consideration.

ED-P14  Identify sectors of the economy within Bothell where opportunity might exist to create additional jobs and identify potential strategies for attracting employment. Enhance business retention strategies to encourage and allow existing businesses to expand.

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. Enhance business recruitment strategies to target and lure desired new businesses.

**PC 4/30/14** - UWB suggested the additions below. **PC 6/18/14** - Commissioner Battuello suggests a policy or several policies solely oriented to the campus and ways the City can promote the economic benefits of partnering with them.

ED-P16  Encourage active cooperation between the City, campus and local businesses concerning economic development issues, including the support of those businesses and campus activities 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, students and customers to and from places of business. Such system improvements should include transit facilities and services.

The following edits clarify the intent and recognize the Downtown Plan’s actions to improve the connections to the river and establish a framework for development that reinforces those links. Staff suggests that the Planning Commission consider whether the concept of pedestrian overpasses, which were considered and rejected in the Downtown Plan, should remain as a potential future concept. This will also be a question in the review of the Urban Design element, and the related Urban Design figures are included in this packet for consideration. **PC 6/18/14** - Commissioner Battuello suggests moving the second part of this policy an Action item - see ED-A32 below.

ED-P18  Explore ways in which the downtown retail shopping area might be further enhanced and better 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 (see also UD-12, 13 and 14).
Planning Commission Recommendation

The following minor edits elaborate on the benefit of stronger connections with the UWB/CC campus, address the role of educational institutions in economic development and add mention of the Biomedical Manufacturing Innovation Partnership Zone.

ED-P19 Explore ways in which the UW Bothell / Cascadia College campus might be better linked to the downtown activity center to promote economic opportunity for downtown businesses and both a greater sense of community and better access to services for UWB/CC students, faculty and staff.

ED-P20 Where appropriate, participate or otherwise assist in business- and educational institution-sponsored activities to increase local awareness of goods and services available in Bothell, such as the Biomedical Manufacturing Innovation Partnership Zone.

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.

PC 4/30/14 - Staff received direction to further address public-private partnerships and provides the addition below for consideration. PC 6/18/14 - Commissioner Battuello suggests that this might also be addressed by the proposed ED-P7 above.

ED-P24 Encourage public and private investment in public infrastructure and catalyst projects to spur other development, improve the economic base and accommodate growth.

PC 4/30/14 - Staff received direction that establishing policies for a Canyon Park subarea plan should be included and provides the additions in bold below and in ED-A31 for consideration.

ED-P25 Transform the Canyon Park Regional Activity Center, along with the adjacent Canyon Park and Thrasher’s Corner Community Activity Centers, into a more vital and sustainable mixed-use urban center.

PC 4/30/14 - Staff received some initial support for the idea of a new neighborhood activity center at SE 228th St. and 45th Ave SE and offers the following new policy for consideration

ED-P26 Consider rezones and potential urban growth boundary adjustments necessary to establish a new neighborhood activity center at the intersection of SE 228th St. and 45th Ave SE to serve that area of the city with convenience retail and services.

Actions

PC 6/18/14 - Commissioner Battuello suggests that there be at least one action to support each policy.

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.
Planning Commission Recommendation

**PC 4/30/14 - UWB suggested the edit shown in bold below.**

| ED-A3 | Continue discussions with local businesses, educational institutions and associations to determine how the City might assist with local economic development concerns. |
| ED-A4 | Task the appropriate boards and commissions to identify and promote recreational and cultural activities which might serve as an economic stimulus. |
| ED-A5 | Identify tax incentives, grants, potential changes in state legislation, or other mechanisms to encourage development and redevelopment. |
| ED-A6 | 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-A7 | Work with regional economic development groups to enhance Bothell’s economic opportunities. |
| ED-A8 | Explore the appropriateness of identifying incentives for providing on-site day care in businesses. |
| ED-A9 | Support and establish programs, events and attractions which reinforce the community’s identity and support Bothell businesses. |

**Staff suggests that the Planning Commission consider whether this notion is still a viable concept, given the current trend of cutting transportation services. If it determines that it should be retained, the edits below address potential implementation strategies. PC 4/30/14 - Staff proposes to change the name of the conceptual transit loop to reflect that it will serve more than businesses.**

| ED-A10 | Explore options for implementing a Bothell Circulator, including possible private sector involvement. If viable, 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 Circulator signage and street lighting, and street furniture. |
| ED-A11 | Continue to review and update the city’s licensing and permitting procedures for equity and efficiency. |
| ED-A12 | Serve as a knowledgeable and reliable source for local business creation, assistance and development programs. |
| ED-A13 | Continue to obtain staff training and in turn educate the business community concerning the economic benefits of promoting historic preservation. |

**PC 4/30/14 - UWB suggested the edit shown below.**

| ED-A14 | 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, educational institutions, citizens and other parties with an interest in economic development. |
| ED-A15 | 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. |
Planning Commission Recommendation

ED-A16 Leverage marketing and development opportunities through partnerships with State, regional and local economic development partners.

ED-A17 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-A18 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-A19 Develop an inventory of available “tools” to aid in business attraction, including, where feasible, financial as well as non-financial incentives.

| PC 6/18/14 - Commissioner Battuello proposes this new policy. |
| ED-A20 Maintain an active business retention program that annually measures and reports to Council on business and job retention in the community. |
| 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 to establish a formal “Business Retention and Support” program. |
| ED-A25 Participate with King County and Snohomish County Economic Development Councils and other state and regional efforts to assist and retain existing businesses. |
| ED-A26 Continue to work with City departments to maximize opportunities to contract for locally provided goods and services. |

| PC 4/30/14 - UWB suggested the edit shown below. |
| ED-A27 Wherever possible, showcase local business and educational institution success and expansion through City participation in ribbon cuttings and other business recognition programs. |
| ED-A28 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. |

| Staff suggests the following additional actions to reflect on-going efforts in support of community businesses. |
| ED-A29 Continue to support efforts to promote tourism through hotel/motel tax revenues, community festivals and events, and other means. |
| ED-A30 Consider programs to help preserve and enhance Bothell’s historic core as a key element in the Downtown Revitalization Plan. |
ED-A310  Continue efforts to monitor and improve on-street, public and potential public/private parking in support of a vital and accessible business community.

**PC 6/18/14 - Commissioner Battuello suggests making the second part of ED-P18 an Action item.**

ED-A32  Measures to be explored may include but not be limited to reinforcing existing connections with amenities and extensions of pedestrian oriented retail. If retail development expands to support upper level retail, consider the construction of pedestrian overpasses or a deck over SR 522 (see also UD-12, 13 and 14).

**PC 4/30/14 - Staff received direction that establishing direction for a Canyon Park subarea plan should be included and provides the additions in bold below and in ED-P25 for consideration.**

ED-A332  Develop a subarea plan incorporating the Canyon Park Regional Activity Center, along with the adjacent Canyon Park and Thrasher’s Corner Community Activity Centers with elements including, but not limited to:

- Adding housing and retail utilizing cutting edge strategies for retrofitting business and industrial parks.
- Exploring public-private partnerships for business recruitment and retention, catalyst projects and other strategies for development.
- Improving pedestrian connections within and between the activity centers, especially those crossing I-405 and SR 527, using the overpass for the park and ride and enhancing other existing links.
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Figure ED-1
Economic Development
Activity Centers