



City Council Study Session

AGENDA

October 8, 2013

6:30 pm – 10:00 pm

Call to Order

Public Comment

This is an opportunity for the public to address the Council. Three-minutes limit per person or 5 minutes if representing the official position of a recognized community organization.

Topics

- Economic Development Visioning Exercise
- Council Chamber Update

Adjournment

City Council meetings are wheelchair accessible. American Sign Language (ASL) interpretation is available upon request. Please phone (425) 295-0500 at least 48 hours in advance. Assisted Listening Devices are also available upon request.

Economic Development Strategic Plan Discussion Materials

City Council Vision and Policy Direction

On September 16, 2013 the Sammamish City Council will consider the material herein and will provide direction to staff as a part of the Economic Development Strategic Plan (EDSP) process. Staff will use that direction to continue to work with the community and the consultant to complete the EDSP process in the next months and to implement shorter-term priorities.

- 1. Staff request that the Council review and refine a city-wide Vision for Economic Development for Sammamish and a definition of economic development as shown in Items C and D below. The following excerpts from current and proposed plans in Items A and B below are provided below to inform that process.**

A. Adopted Sammamish Comprehensive Plan - Vision Statement

The vision of Sammamish is a community of families. A blend of small-town atmosphere with a suburban character, the City also enjoys a unique core of urban lifestyles and conveniences. It is characterized by quality neighborhoods, vibrant natural features, and outstanding recreational opportunities. A variety of community gathering places provide numerous civic, cultural, and educational opportunities. Residents are actively involved in the decisions that shape the community and ensure a special sense of place.

B. Adopted Town Center Plan - Vision Statement

The Sammamish Town Center is a vibrant, urban, family friendly gathering place in a health natural setting. The city's sense of community reflects a balance between its natural and urban characteristics.

*The Town Center is **urban** in that it:*

- Welcomes city residents and visitors seeking a unique place to live, work, learn, create, and play.*
- Offers a unique sense of place reflected on its building forms, development patterns, and public realm which are oriented to take advantage of the City's topography and natural assets, preserve scenic views and enhance view sheds.*
- Is fully integrated and synergistically complements the public parks and open spaces being developed as part of the Sammamish Commons.*
- Is a central gathering place that increases social interaction and enhances art and cultural opportunities by providing for those functions, open spaces, and facilities such as a performing arts center and theaters, that bring people together.*
- Offers the range of commercial, recreational, cultural, educational, and personal services and activities that provide local citizens what they need for*

a full life, and that reflects and incorporates the increasingly rich mixture of cultures of Sammamish's residents.

- *Fosters education for all community members, and supports knowledge workers and businesses as well as a lively arts community.*
- *Features well-designed mixed-use development, compatible with surrounding neighborhoods.*
- *Offers a variety of housing types integrated throughout the Center.*
- *Is linked to the region with excellent transit service and bikeways and to the rest of the city with pedestrian trails.*
- *Offers an economically vibrantly center providing opportunities for activities and interactions during the evening and no matter what the weather.*
- *Is eminently walkable, with accessible sidewalks, trails, and pathways.*

*The Town Center's **natural** setting is preserved and enhanced by:*

- *Focusing new development away from natural resources and critical areas.*
- *Incorporating natural resources, view corridors, and sensitive site characteristics as amenities and design elements that reflect the distinctive character of the Town Center.*
- *Featuring a hierarchy of interconnected public and private open spaces, ranging from an active centralized plaza or town square to less formal gathering areas, quiet residential courts, and natural open spaces with native vegetation.*
- *Employing a variety of environmental enhancement and low-impact development techniques to improve ecological functions, such as protections for ground water and surface water hydrology and wildlife habitat.*
- *Featuring new buildings and structures that, while urban in their function, reflect a "Northwest character," human scale, and welcoming aspect.*

Recognizing that this vision represents an ambitious challenge, the City is prepared to take concerted action toward its goals by:

- *Fostering a public understanding and consensus for concerted action through a participatory planning process.*
- *Pursuing a strategic, fiscally responsible, multifaceted plan identifying public and private actions to undertake over time.*
- *Establishing development regulations that direct new growth to meet public objectives in an orderly and environmentally friendly manner.*
- *Constructing the necessary capital improvements and "green infrastructure" to frame and support the Town Center's growth.*
- *Engaging property owners and developers in partnerships that produce superior new development and meet both public and private objectives.*

- *Integrating Town Center development efforts with other city activities in a way that equitably benefits all Sammamish residents.*

C. Draft Economic Development - Vision Statement

The following draft statement was developed as a part of the Economic Development Strategic Plan:

The City of Sammamish is a vibrant (residential? bedroom?) community that values, respects and enjoys a high quality of life; the local economy serves the needs of the community and provides economic growth opportunities for all. (The words in parenthesis are suggested modifications from council members)

D. Draft Definition Parameters of Economic Development for Sammamish:

Economic Development is:

- *Implementing the adopted Town Center vision and plan*
- *Supporting existing businesses and commercial centers to continue to be viable and prosperous*
- *Allowing home based businesses with reasonable regulations*

Economic Development is not:

- *Actions that are significantly different from adopted plans and vision*
- *Expansion of allowable units/square footage beyond adopted plans*
- *Relaxation of standards so that environmental quality is heavily impacted*

2. **Staff also request that the City Council provide direction to pursue a “Pioneer Strategy” as shown in item E to incentivize new development in the Town Center, as recommended in the draft EDSP documents prepared by Community Attributes, Inc. Item F is the list of longer-term actions.**

E. “Pioneer Strategy” to catalyze and incentivize new development in the Town Center

Purpose: For a limited duration of __ months and/or a __ number of projects, the City shall implement a Pioneer Strategy for Town Center to incentivize and catalyze new development, consistent with the adopted Town Center plan. The City Manager should monitor market conditions and development permit activity, and should recommend to the City Council additional actions or suspension of action to best synchronize city policy with market conditions.

Administrative Changes

- Publish a User Guide to Town Center permitting process
Develop and adopt city-led UZDP permits and associated SEPA review

- Develop and implement a Marketing Plan for Town Center
- Reduce structured parking requirement (80% to 60%)
- Reduce volume standard for stormwater management (100% to 60%)
- Continue to provide information/assistance with land assembly

Infrastructure finance and construction

- Consider increasing the city's contribution during the budget process
- Consider city-led design/construction of infrastructure to prompt market demand
- Define and communicate the developer's share of necessary infrastructure cost

F. List of longer-term actions for consideration in the upcoming Comprehensive Plan Rewrite (due for adoption in 2015) and/or other efforts as determined by the Council in an approved work program.

Regulatory Changes

- Increase retail anchor building sizes
- Identify other changes to Title 21B that increase flexibility for new development

Policy Changes

- Redistribute Commercial square footage allowances
- Rezone selected A and B zones
- Revising affordable housing requirement