

AGENDA

Finance and Economic Development Committee Meeting
Tuesday, February 16, 2010
5:30 p.m. – 7:00 p.m.
City Hall South Conference Room

CALL TO ORDER

OLD BUSINESS

NEW BUSINESS

1. Selection of Chair
2. Review list of issues remanded to the Finance and Economic Development Committee by the City Council
3. Report from City's Economic Development Manager
4. Discussion and Direction on Downtown Planning
5. Committee member comments
6. Future meetings

called to order 5:37

Canner, Melvin, Matt, Kent
Denise, Patrice, Lou, Marion
JP

1. Chair - Canner

2.

Distributed agenda list - discussed if committee
- Canner will ask @ 2:25 mtg if Council wants a pigeon od.

3. Marion - provided list of efforts

- discussed letter to business owners
- shop Wateland - discuss why shop locally
- Channel 21 business videos
- ten reasons to invest in DM
- other promotional info regarding DM.
- 2/24 mtg. of commercial real estate brokers

4. - Denise reviewed handout

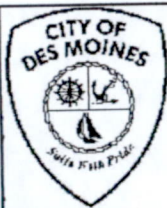
- Committee - do the title list & long.

- talk to development community - what do they need

5. none

6. 3rd Tues of @ month - normally - not March

- (3/20) adjt mtg. 5:00-6:30



Unnamed

Zoning

- Neighborhood Planning Areas
- Residential
 - R-SE Residential: Suburban Estate
 - R-SR Residential: Suburban Residential
 - RS-15000 Residential: Single Family 15,000
 - RS-9600 Residential: Single Family 9600
 - RS-8400 Residential: Single Family 8400
 - RS-7200 Residential: Single Family 7200
 - RA-3600 Residential: Attached Townhouse & Duplex
 - RM-2400 Residential: Multifamily 2400
 - RM-1800 Residential: Multifamily 1800
 - RM-900A Residential: Multifamily 900
 - RM-900B Restricted Service
 - RM-900 Multifamily 900
 - Commercial
 - N-C Neighborhood Commercial
 - B-C Community Business
 - C-C Commercial
 - D-C Downtown Commercial
 - C-G General Commercial
 - B-P Business Park
 - H-C Highway Commercial
 - Pacific Ridge
 - PR-R Pacific Ridge Residential
 - PR-C1 Pacific Ridge Commercial 1
 - PR-C2 Pacific Ridge Commercial 2



0 255 510 1,020 1,530 2,040 Feet

CHAPTER 10: DOWNTOWN NEIGHBORHOOD ELEMENT

Vision Statement for the Downtown Marina District:

The Marina District – the Downtown, Marina and Beach Park – is the civic and cultural center for Des Moines. A revitalized Downtown with a small-town charm reflecting the City's rich history invites new businesses, development, shoppers and residents. A quality mix of services in the District encourages residents to shop locally and creates a destination for visitors. Improved pedestrian access to and from the Marina and Beach Park and pedestrian amenities along South 223rd Street and South 227th Street enhance the image of Des Moines as a special Puget Sound waterfront community. Design guidelines encourage private participation and public art to reflect and celebrate the City's unique location and maritime heritage.

1-01 GOALS

- 1-01-01** Ensure that Downtown Des Moines will be:
- (1) The civic and cultural center for the City.
 - (2) A revitalized Downtown with a small-town charm reflecting the City's rich history and inviting new businesses, development shoppers and residents.
 - (3) Characterized by a quality mix of businesses that encourages residents to shop locally and creates a destination for visitors.
 - (4) Aesthetically pleasing with design standards and public art to reflect and celebrate the City's unique location and maritime heritage.
 - (5) Pedestrian-friendly with improved access to and from the Marina and Beach Park and pedestrian amenities along South 223rd Street and South 227th Street.
 - (6) A residential as well as commercial neighborhood.
 - (7) A downtown that takes advantage of its waterfront location.
 - (8) A neighborhood with numerous opportunities for passive outdoor recreation.
 - (9) An area with views of Puget Sound and the Olympic Mountains.
 - (10) A commercial district where redevelopment and the introduction of new businesses is encouraged when such activities compliment and implement adopted goals and policies.
- 1-01-02** Strengthen community sustainability, pedestrian accessibility, livability and downtown business vitality.
- 1-01-03** Optimize Des Moines' prime waterfront location and City views through the enhancement of cultural opportunities and experiences.

10-02 BACKGROUND AND CONTEXT

10-02-01 Downtown Des Moines is located along the shoreline of Puget Sound. This waterfront location provides a unique geographic setting for the downtown. This area is one of

UNITED STATES DEPARTMENT OF THE INTERIOR

Division of Reclamation
Washington, D. C.
April 10, 1902
To the Honorable Secretary of the Interior
Sir: In accordance with the provisions of the Act of March 3, 1899, entitled "An Act to provide for the reclamation of arid lands," I have the honor to acknowledge the receipt of your letter of the 2nd inst. and in reply to inform you that the same has been forwarded to the proper authorities for their consideration.

1-01-10-1	10-10-1
1-01-10-2	10-10-2
1-01-10-3	10-10-3
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1-01-10-5	10-10-5
1-01-10-6	10-10-6
1-01-10-7	10-10-7
1-01-10-8	10-10-8
1-01-10-9	10-10-9
1-01-10-10	10-10-10
1-01-10-11	10-10-11
1-01-10-12	10-10-12
1-01-10-13	10-10-13
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1-01-10-95	10-10-95
1-01-10-96	10-10-96
1-01-10-97	10-10-97
1-01-10-98	10-10-98
1-01-10-99	10-10-99
1-01-10-100	10-10-100

few low-bank shoreline areas between Seattle and Tacoma. The Des Moines Marina occupies much of the shoreline within the Downtown Neighborhood. The Marina provides limited recreational opportunities for non-boaters.

10-02-02 The Downtown Neighborhood is generally bounded by Puget Sound on the west, the City of Normandy Park and South 216th Street to the north, 8th Avenue South and Kent-Des Moines Road to the east, and South 230th Street to the south (Figure 2-3). Single family residential neighborhoods abut the Downtown Neighborhood to the north, south, and east. As the topography of the area generally slopes down from east to west, many properties within and near the downtown have views of Puget Sound and the Olympic Mountains.

10-02-03 The Downtown Neighborhood is developed with a variety of land uses, including commercial, professional office, single family, multifamily, mixed-use, and recreational uses. Some buildings in the Downtown are in a state of disrepair. Several properties are vacant or have minimal physical improvements, such as those properties fenced for boat storage.

10-02-04 The Land Use Element of the City of Des Moines Comprehensive Plan includes a land use map for the Downtown Neighborhood (Figure 2-3). Other policies within the adopted Land Use Element that relate to the Downtown Neighborhood include:

- (1) Multiple family dwellings should also be permitted in conjunction with commercial developments within the Downtown Business District, provided that such dwellings are designed to provide a quality residential environment while enhancing the appearance and commercial function of the business district.
- (2) Promote new development and redevelopment within the Downtown Business District to reflect and enhance its ties to the waterfront, pedestrian orientation, and role in serving local shopping and service requirements.
- (3) Within the Des Moines Marina property, allow commercial uses that are water dependent or related, serve marina users or promote public access to the shoreline.

10-03 POLICIES

10-03-01 Enhance the relationship between the Downtown Neighborhood and the shoreline through improved access to the Marina and Puget Sound.

10-03-02 Encourage the development of gateway features and focal points that contribute to the identity of the Downtown Neighborhood of Des Moines.

10-03-03 Promote a pedestrian-friendly sidewalk environment throughout downtown. Within the commercial zones, the sidewalk environment may include storefronts near the sidewalk, minimal interruption by vehicular driveways, awnings for weather protection, public open space, attractive landscaping, and integrated signs and lighting.

10-03-04 Encourage mixed use in the Downtown Commercial zone.

10-10-01
The following information was received from the City of New York, New York, on 10-10-01:

10-10-01
The City of New York, New York, has received information from the New York State Department of Environmental Conservation, dated 10-10-01, regarding the proposed construction of a new bridge over the East River, New York, New York.

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10-03-05 Building height should not adversely impact the adjacent street environment or nearby land uses.

10-03-06 Maintain 8th Avenue South as a local access street. Discourage commercial traffic from using 8th Avenue through project design and roadway improvements.

10-03-07 Prohibit commercial uses that detract from the retail, wholesale, and service uses permitted in the D-C zone. Allow light manufacturing uses in the commercial zones when: 1) products are sold on site at retail; and 2) manufacturing activities will not adversely impact surrounding properties.

10-03-08 Encourage use of alternative modes of transportation, including walking, bicycling, carpooling, and use of mass transit.

10-03-09 Ensure that off-street parking regulations reflect anticipated future demand. Continue to allow shared and off-site parking when no adverse parking impacts will result. Ensure that off-site parking is available at the time new uses are authorized.

10-03-10 Encourage new construction to incorporate design elements that provide view corridors, visual interest, and pedestrian scale. Require the terracing of upper floors of buildings.

10-03-11 Encourage new development to include public benefit features such as water fountains, bicycle racks, public rest rooms, outdoor seating, art, etc.

10-04 **STRATEGIES**

10-04-1 Create an integrated transportation system that includes a comprehensive parking strategy, pedestrian and bicycle network, and streetscape improvements.

10-04-2 Continue to allow uses and facilities that promote transit ridership, such as bus stop shelters, ticket offices, transit information kiosks, etc.

10-04-3 Ensure that street trees are planted throughout downtown.

10-04-4 Encourage use of shared driveways in order to minimize the number of locations where the sidewalk is interrupted by vehicular traffic.

10-04-5 Continue to allow residential uses in the areas west and south of the business district. Ensure that new development at the edge of the D-C Downtown Commercial zone has minimal impact upon nearby residences.

10-04-6 Allow dwellings above street-level commercial uses as a permitted use when specific conditions can be satisfied.

10-04-7 Allow automobile service and maritime uses as well as outdoor storage of product inventory where a pedestrian-friendly environment can be maintained or enhanced.

[illegible]

10-04-8 Allow light manufacturing activities with ancillary on-site retail sales of the manufactured product. Do not allow manufacturing uses that adversely impact surrounding properties. (chapter 18.27 DMMC)

10-04-9 As part of the next review of this Element, investigate the possibility of creating specific subarea plans for the Downtown.

Development Standards for Downtown Neighborhood Zones

Development Standard	Multifamily Residential		Commercial
	RM-900 Residential Multifamily 900	RM-900 Residential Multifamily 900A	D-C Downtown Commercial
Dimension Standards			
Height limitation: in feet	35 ft	35 ft	35 ft from mean average sidewalk/street frontage grade ¹ ; 25 ft from mean average street frontage grade at 8th Ave S
Front Yard	20 ft	20 ft	No front yard required when front lot line abuts public ROW; 10 ft when lot line abuts public ROW, private street adjacent to residentially zoned property or residentially zoned property
Side Yard	5 ft	15 ft; Structures two stories in height may have sides yards of 10 ft; Structures one story in height may have sides yard of 5 ft from one side and 10 ft from other	No side yard required when side lot line abuts public ROW; 10 ft when lot line abuts public ROW/private street adjacent to residentially zoned property or residentially zoned property
Rear yard	0 ft 15 ft - if accessory bldgs are garage w/ vehicular entrance directly from alley	20 ft	No rear yard required when rear lot line abuts public ROW; 10 ft when lot line abuts public ROW, private street adjacent to residentially zoned property or residentially zoned property
Additional setbacks/distances between buildings	5 ft from any side or rear lot line for buildings containing 1+ dws; 10 ft between buildings containing 1+ dws	10 ft; 10 ft from side lot line abutting street for interior lots; 10 ft from interior rear lot line; 5 ft for corner and reverse corner lots not abutting an alley	10 ft when lot line abuts a residentially zoned property
Minimum lot area: square feet	7200 sf	7200 sf	No minimum lot area
Minimum lot width: feet	60 ft	60 ft	No minimum lot width
Maximum lot coverage: % of site	60%	60%	100%
Lot Area/DU	900 sf	900 sf	N/A
Site Design			
Walkways	N/A	N/A	Minimum 6 ft adjacent to the principal building entrances); minimum 6' connecting building to the street sidewalks, where no street sidewalk exists, the connecting walkway shall extend to the public right-of-way
Parking and loading	N/A	N/A	Parking and loading areas provisions DMMC 18.44
Vehicular access	N/A	N/A	No customer/employee vehicular access to 8th Avenue South between South 223rd Street and South 227th Street from commercial properties; other provisions per Title 12 DMMC
Uses in ROW	N/A	N/A	Sidewalk cafes, vendors, and similar temporary commercial uses within the public right-of-way shall conform to the provisions of Title 12 DMMC and the following provisions DMMC:18.27.050(4)
Landscaping	DMMC 18.41	DMMC 18.41	DMMC 18.41
Outdoor Uses	On-site recreation area per DMMC 18.45	On-site recreation area per DMMC 18.45	On-site recreation area per DMMC 18.45
Building Design			
Floor Area	2:1	1:1	N/A
Signs	DMMC 18.42	DMMC 18.42	DMMC 18.42
Off-Street Parking	DMMC 18.44	DMMC 18.44	Temporarily waived through December 31, 2009 except employees and residential portion of mixed use, public hearing on 12/21/09 to consider extending the ordinance
Landscaping	DMMC 18.41	DMMC 18.41	DMMC 18.41
Additional Standards	On-site recreation area per DMMC 18.45	On-site recreation area per DMMC 18.45	On-site recreation area per DMMC 18.45
Additional Standards			General site design requirements per DMMC 18.27.050
"			General building design requirements per DMMC 18.27.060
"			Width of floors above 2nd level floor shall not exceed 80 percent of the width of the street level floor
Average Density: Dwelling Units per Acre ²	50 du/ac	50 du/ac	34 du/ac

¹ Additional measurement standards provided in DMMC 18.27.040(1)

² Based on reported achieved densities from 2006 Buildable Lands Evaluation

1. Name of the person or organization
 2. Address
 3. City
 4. State
 5. Zip

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CITY COUNCIL COMMITTEES & CURRENT STUDY SUBJECTS

CITY MANAGER EVALUATION COMMITTEE - Chair Thomasson, Sheckler and Sherman

ENVIRONMENT COMMITTEE – Councilmembers Scott Thomasson, Dave Kaplan, Dan Sherman

Recurring Topics

- * SWM Rates, fees & revenues
- * SWM Capital Improvement Program
- * SWM Engineering, Maintenance & Operations Budgets
- * Comprehensive plans for & other activities related to Highline Water District, Midway Sewer District & Lakehaven Water & Sewer District, SW Suburban Sewer District & King County Water District #54
- * NPDES permit & program
- * Des Moines Creek Basin related matters including MOU's, ILA's & easements
- * WRIA 9 Salmon Habitat Plan

One Time Topics

- * Shoreline Master Program
- * King Conservation District
- * Conservation Element of the Comprehensive Plan
- * Hazard mitigation planning, including King County Flood Control District & FEMA Flood Plain Mapping
- * Lower Des Moines Creek hydraulic study and channel modifications project
- * SEPA implications of changes to Zoning Code, Comp Plan, Comp Transportation Plan, DMCBP Business Park Master Plan, Parks Master Plan, Marina Master Plan, Highline Community College Master Plan, Beach Park Master Plan

FINANCE & ECONOMIC DEVELOPMENT – Councilmembers Carmen Scott, Melissa Musser, Matt Pina

- * Zoning Code Changes
- * Funding Options Des Moines Art Commission Public Art Program
- * Possible Development of Ord. Dealing with Homing Pigeons
- * ~~Need for Additions/Changes to Adopted Residential Property Maintenance Code~~
- * ~~Property Abatement Ordinance~~
- *
- * Streamlining and Improving Permitting
- * Develop Recommendations on Economic Development Strategy
- * City Borrowing, Bonding & Investing
- * Monitoring City Revenues

MUNICIPAL FACILITIES COMMITTEE – Councilmembers Carmen Scott, Dan Sherman, Melissa Musser

- * * Review 2011-2016 Municipal Capital Improvement Program. Review Master Plan & Council initiated project proposals and funding
- * Beach Park Historic Buildings Renovations, (Review of 30, 60 & 90% plans. Three dates needed per building)
- * * Park-in-Lieu Fee Process Revisions
- * Develop City Hall, Engineering/Equipment Shop & Public Works Service Center Master Plans

Des Moines Economic Development 2010

How can we grow our revenues?

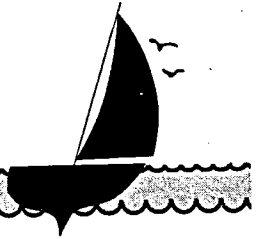
- Seattle Southside Visitors Center
- Major Hotel plan for Emissions Testing Site, 333 rooms, On-going investor interest
- FAA Office Building Opportunity

- Shop Waterland Promotion
 - 1) Send mailer to local businesses, eliciting participation, and survey data (Postage costs approx \$400, Surveymonkey.com \$20/month)
 - 2) Tabulate survey data and create promotional program based on business input
 - 3) Create mailer to residents as a part of City Currents newsletter (plastic card cost is approx \$2200 for 16,000)
 - 4) Create 100 decals for storefront use (cost \$200 depending on size)
 - 5) Request video programming for Public Access Channel 21 (free!)
 - 6) Continue pull-out promotion page with future editions of City Currents



City of Des Moines

ADMINISTRATION
21630 11TH AVENUE SOUTH, SUITE A
DES MOINES, WASHINGTON 98198-6398
(206) 878-4595 T.D.D.: (206) 824-6024 FAX: (206) 870-6540



Dear Business Owner,

The City of Des Moines is pleased to announce the kick-off of "Shop Waterland," a program to promote local businesses in 2010! We would like to take this opportunity to inform you of this and several other exciting developments in our City, that will impact size and scope of the customer base for Des Moines businesses here in the coming year.

First and foremost, the major portion of Marina construction will be finished by this coming September. The completion of this beautiful \$30 million dollar project, along with the Beach Park restoration, will mark an historic turning point in the Des Moines waterfront, allowing it to finally realize its potential as the scenic tourist destination that it has long deserved to be.

Another exciting development is the grand opening of Seattle Southside's Tourist Visitors Center at SeaTac Airport. Seattle Southside is a coalition of four cities: Des Moines, Kent, SeaTac, and Tukwila. These cities have joined together to better market our area, and promote the many great things that the Southside has to offer. This coalition has recognized that every year millions of people pass through the airport, at our very doorstep, and are not aware of the many opportunities to eat, shop and play right nearby. Even local travelers may not be familiar with our breathtakingly beautiful Des Moines waterfront scenery, only a few short miles away. The new Visitors Center will have a big screen TV with revolving images, pictures, maps and guides, and staff on hand to explain how to reach Des Moines. If only a small percentage of travelers take an interest in visiting, this will bring literally thousands of customers here to our city.

Finally, the City is officially embarking on a program to market Des Moines businesses directly to residents, called "Shop Waterland." To encourage residents to patronize our own businesses, the City is creating a marketing program that will advertise local merchants on a regular basis, at no charge. "Shop Waterland" establishes a "Waterland Card" good for local discounts, that residents can carry and use in our town. The City will also offer Shop Waterland decals for participant store windows, and other promotions at no cost. A promotional flyer listing participating businesses will be a part of upcoming issues of the City Currents newsletter, and we will be featuring "news style" programming about local businesses on our Public Access channel 21 (more details to follow). With 29,000 residents, if only a small percentage of them respond to these City sponsored promotions, there is a big potential impact for local business owners (for example, a 5% response rate would result in 1450 customer visits).

We would like to conclude this letter by offering you the chance to tell us how the City of Des Moines could better assist business owners. On the following page you will find a short survey, giving you a voice in what your City does for you.

We encourage you to complete this survey by logging on to www.SurveyMonkey.com, which will allow us to better record and tabulate the results. This will also allow us to

Dear Sirs,
I am writing to you in regard to the
proposal for the construction of a
new building for the City of
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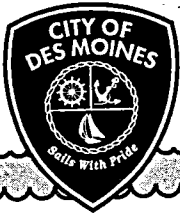
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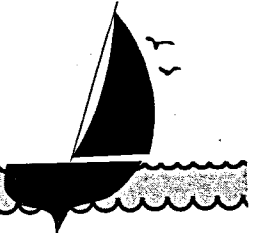
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providing a safe and healthy
environment for its citizens.

Very truly yours,
[Signature]



City of Des Moines

ADMINISTRATION
21630 11TH AVENUE SOUTH, SUITE A
DES MOINES, WASHINGTON 98198-6398
(206) 878-4595 T.D.D.: (206) 824-6024 FAX: (206) 870-6540



establish regular communication with you via e-mail, so that we can notify you about how you can participate in City-sponsored promotions. (A paper copy of the questions is included here for your convenience, but again please note, an e-mail address will allow you to receive future communications from the City).

Thank you for participating, and if you have questions, please feel free to contact me at the e-mail address or phone number below.

Best regards,

Marion Yoshino
Economic Development Manager
City of Des Moines
(206) 870-6725
myoshino@desmoineswa.gov

Business Owner Survey

What type of business do you have:

- 1) Retail
- 2) Healthcare Services
- 3) Beauty Services
- 4) Pet Services
- 5) Food Services
- 6) Other

How many employees do you have?

Please estimate the number of customers that you see per week, on average:

Have you applied for a license or permits from the City of Des Moines in the last three years?

If yes, please rank the quality of customer service that you received from the City of Des Moines on a scale of 1 to 5, 1 being excellent and 5 being poor.

How many more years do you expect to be in your current location:

- 1) One year or less
- 2) Two years
- 3) Five years
- 4) Ten years or more

Below are some suggestions for how the City of Des Moines could improve the business districts. Please rank them in the order of their priority to you, from most important to least important:

- 1) Maintaining colorful banners and flower pots along arterials
- 2) More pedestrian-friendly features such as sidewalk, bench and lighting improvements
- 3) More police patrols
- 4) New water mains installed under downtown, for better water pressure to the area
- 5) Creating a promotional City website that highlights Des Moines attractions
- 6) Relaxing sign code restrictions
- 7) Other: (your suggestion here)

(Please note that a moratorium on parking requirements has been renewed for another two years)

Marion Yoshino
Economic Development Manager
City of Des Moines
21630 11th Ave S.
Des Moines WA 98198
(206) 870-6725



City of Des Moines

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Invest in Des Moines, the Waterland City

Upcoming changes in the City of Des Moines have created an ideal investment climate. Here are ten reasons why the time to invest in Des Moines is now:

- Construction of beautiful Des Moines Marina will be completed by 2010. The completion of this \$30 million project will mark an historic turning point in this picturesque waterfront, allowing it to realize its full potential as a scenic tourist destination.
- The City of Des Moines has excellent customer demographics, with 29,000 residents and an average income of \$72,600.
- Des Moines has a small, accessible City government, with a Mayor and City Officials that are proactive and business-friendly.
- Des Moines is extremely convenient to downtown Seattle, with a commuting time of 25 minutes or less. It is also less than 25 minutes from downtown Tacoma and Bellevue.
- Des Moines is adjacent to SeaTac Airport, visited by over 30 million travelers per year. This proximity represents not just convenience, but marketing opportunity for business owners and developers.
- Des Moines is the home of Highline Community College. With 18,000 students, this population represents another excellent customer base for local business.
- Des Moines is home to beautiful newly rebuilt Mt Rainier High School. This large and attractive new facility adds the investor/homeowner appeal of the City.
- Des Moines crime rates are low, and have been further reduced in recent years.
- Dramatic vistas and scenic views of Puget Sound can be had from most areas of Des Moines, including the 89-acre Des Moines Creek Business Park.
- Des Moines has a mild climate in all seasons, and offers the terrific recreational opportunities that are to be found in the Puget Sound.

Advantages of Investing in Des Moines, Washington

LOCATION CONVENIENCE:

Des Moines is at the center of the Puget Sound metropolitan area, with excellent freeway access.

1. Primary Interstate Freeway (I-5) on Des Moines eastern border,
5 minutes from I-5 exit 149 to downtown Des Moines.
2. SeaTac International Airport - 30,000,000 visitors every year.
5 - 8 minutes NE (on Pacific Hwy So./International Boulevard/ Hwy 99)
3. 10,000 hotel rooms within 3 to 15 minute drive (Tourists & Business Travelers)
4. 100,000 (approx) Population living within 15 minute drive
5. Seattle, Population 500,000+
25 minutes drive (time can double during commute hours)
6. Tacoma area, Population 250,000+
25 minutes drive



FEATURES SPECIFIC TO DES MOINES

Des Moines has the ONLY SALT-WATERFRONT DOWNTOWN BUSINESS DISTRICT between Seattle & Tacoma

Des Moines has the ONLY MARINA on the Eastern shore of Puget Sound (800 slips), between Seattle & Tacoma

Des Moines has the longest fishing pier with the most dramatic Marine and Mountain views of anywhere between Seattle & Tacoma

Des Moines (City owned) Covenant Beach Historic Camp, 18 acre camp & beachfront (just north of the marina) is on the National Register of Historic Places, and represents early day Puget Sound history.

Des Moines Waterfront Farmers Market is held at the Marina every Saturday June through October, 10 am - 2 pm

Des Moines is the home of Highline Community College, with a student population of 18,000.

Des Moines is the ONLY destination, close to the airport, hotels, and freeway that offers terrific unexpected experiences, virtually next door, with no hassle or stress to get there.



GENERAL ADVANTAGES:

CLIMATE:

Our mild maritime climate allows outdoor activity in comfort, every month of the year.
The rugged Olympic Mountains to the west, shelter us from wet Pacific storms.
The Cascade range to the East, holds back the frigid winter cold of the midwest.
The waters of Puget Sound (an inland arm of the Pacific Ocean)
modify both winter cold and summer heat.

Buds open in late January or early February.
Sailboat races and Golf are all-year activities.
Summer sunset is at 10 pm.
Puget Sounders don't understand what real Humidity is.
Air-conditioning at home, is a convenience not a necessity.
The salt-tangy sea air smells good.
Clams & goeducks squirt when you walk the beach at low tide.
A "Hot" summer day is usually in the 80s, rarely in the 90s.
We generally have no more than a week of winter snow. Not cold enough.
Ski slopes are in the Cascade Mountains, about an hour to the east.

COMMITMENT:

The City of Des Moines and the City Council are committed to healthy growth and economic development. Several projects are currently under way to update and improve facilities and infrastructure.

1. The Des Moines Marina, built in 1969, is in the midst of a \$30,000,000 update.
2. Covenant Beach Historic Camp is undergoing flood control measures, The Dining Hall has been lifted and put on a new foundation. A \$1,000,000 Auditorium renovation is underway, to be completed by end of summer. We expect to be able to dredge Des Moines Creek during the 2010 fish window. Ultimately the plan is to have the buildings and grounds all repaired and functional as soon as funds allow, and to have towns people and potential visitors aware of its designation on the National Register of Historical Places. (Marketing, signage, maps & brochures).
3. The Historic Log Fieldhouse has been recently repaired. Funds have become available to renovate and repair the historic Grandstand. The main ballfield is in the process of being extended to accomodate the needs of newer (stronger) generations, and to meet safety standards.
4. The Transportation Gateway project has begun, and will be significantly improving the primary gateway to the city on 216th street, as well as creating the necessary infrastructure to support development of the 89 acre Business Park zoned property on the north side of S. 216th Street.
5. Significant efforts and communication are occuring between Water District #54 and the city, to facilitate necessary upgrades to the downtown water system, as soon as possible. To help stimulate economic growth.

6. The City Council and Administration are working on cohesive solutions to the many issues of Downtown Planning. There is a strong feeling that it needs to be done well, with no unnecessary delay.
7. Economic Development has become a priority,

OPPORTUNITIES:

Des Moines is a small friendly waterfront village, which began with sawmills in the 1880s. Many descendants of those pioneers are active in the community today. Many of our businesses are home owned and local, very involved in our community.

There are properties in downtown Des Moines ripe for redevelopment. Raw land, Vacant lots, underutilized structures, modest older homes sitting on commercially zoned land, Structures that no longer meet the needs of the purposes they were designed for.

The Mayor and council majority are proactive, and business friendly.

Next Steps for Downtown Planning

Goal:

To revitalize Downtown by facilitating development, helping new and existing businesses, and creating an improved shopping environment and destination location in order to generate more revenue to support priority City services.

City Council Strategic Objectives:

To facilitate redevelopment of the Downtown area in a manner consistent with the City Council's vision:

- #2 – Review and adopt changes to the Downtown zoning requirements to include at a minimum, height, parking, signage and setbacks; and
- #4 – Complete revisions to the Downtown Element of the Comprehensive Plan, including traffic management, design guidelines, building heights, and setbacks.

Approach:

- Concentrate initially on comprehensive planning and development regulations.
- This fall, begin scoping and 2011 work planning and budgeting for traffic management, parking and other transportation planning.

January-June 2010 Comprehensive Planning Activities:

- Obtain community input to align their vision and issues associated with the Downtown/Marina District to those of the City Council and Planning Agency
- Confirm short- and long-term economic development strategies to ensure desired economic development occurs
- Confirm a subarea for more detailed planning to concentrate staff effort in areas of most importance to Council
- Begin more detailed zoning and view analysis of Council-identified areas

Public Outreach Strategy

An active public involvement process is envisioned. The process will be guided by City Council's vision and mission for the Marina District (January 2009). The Council Finance and Economic Development Committee and Planning Agency could play key roles in implementing public outreach activities and the reviewing draft work products. The proposed strategy includes working closely with key stakeholders within the Downtown Neighborhood and surrounding neighborhood/s that include businesses, property owners and residents. This balanced representation in the process coupled with regular feedback loops with Council will help keep the project on track and enhance the likelihood for successful outcome and plan implementation.

Next Steps

1. Community Input – host an open house to obtain community input on what the Downtown/Marina District should be and who it serves
 - Who uses the area (collect demographic information)
 - What they like (types of uses/activities)
 - What's missing (types of uses/activities)
 - What's unique about the area
 - What are the key problems with the area
 - Opinions on varying scales of development (using posters)
 - ID potential subareas for further study
2. Confirm short- and long-term economic development strategies
 - Use input from open house/interviews to determine potential market focus
 - Evaluate market data to determine feasibility & gaps
 - Other sources – previous market studies, SKCEDI, & HCC
3. Confirm Scope for Sub-area and Zoning Analysis:
 - Use input from open house to guide development of a couple of alternatives
 - If the intent is to focus on a smaller geographic subarea, need to determine where and how many
 - If considering building heights, where and how high?
 - Refine through design charrette or modeling (currently not funded)

Parameters for focusing Downtown planning & land use alternatives:

Criteria	Alternatives to Consider	Thoughts/Comments
Role of Downtown within the City	A. Primarily civic & cultural with recreational facilities & open space focus B. Commercial & Civic Center for DM citizens C. Local neighborhood w/ some local services D. Sub regional destination with unique character, activities & services E. Recreation focus F. Employment center	• Explore various levels & amounts of commercial development • Council's previous comparisons – Kirkland, Edmonds, Port Townsend, Gig Harbor... • Other???
Residential units (ranges, amount, density & type)	A. Max density at 3 stories (as single purpose use or over retail/commercial use) B. Wide mix of low & mid-rise C. Allow some high rise in limited area/s with open space & structured parking to minimize footprint	• Don't set target densities but rather see what the various form alternatives produce (i.e., process similar to Envision Midway) • Do we address affordable housing? • Explore different housing types?

Retail uses (amount & type)	B. Small services serving local neighborhood & supporting civic & recreational activity. C. Identify commercial nodes within the DT that would be subservient to retail in Tukwila, Kent & Burien D. Broad range of commercial services providing for most of DM residents needs. E. Incorporate night life & cultural activities (theater, performing arts, art galleries)	• Need market analysis to determine highest & best uses & what area can support • Focus on small business vs. "big box" • Should appeal to teens • Should be family-friendly, add life, provide options; convenient & inviting • Other uses to incorporate: hotel resort, retreat, spa, health center • Desirable retailers: PCC, Trader Joes, Borders???
Office uses (amount & type)	B. Minimal office space C. Allow for offices but do not aggressively pursue D. Explore opportunity for small, local business center E. Other opportunities???	• Need market analysis to determine highest & best uses & what area can support
Redevelopment character	A. Traditional downtown with buildings oriented to a main street B. Suburban downtown with parking out front (i.e., could focus on MVD with 7th Ave designated as key pedestrian street with on-street parking)	• Incorporate the topography • Consider NW climate • Something different. New town centers seem to have the same architecture.
Architectural style	A. Traditional northwest character (e.g. the "lodge look") B. Northwest contemporary (e.g. REI headquarters)	• Will be further defined by MDDGs. • Avoid cookie-cutter architecture
Urban form & development character (including bulk, scale, grid, etc.)	A. Central focus with rings extending out from center. B. 2 or more nodes/focal points with enhanced pedestrian linkages C. Different sectors with specialized uses (i.e., theater district, marina district, uptown residential district, etc.) that fit into a whole	• Will be guided by zoning analysis & MDDGs

Public/Institutional uses (location & type)	A. Emphasize recreation with the Marina, Beach Park, Trail & Field House as the attractors to support restaurants, retail & commercial B. Emphasize retail & cultural opportunities (i.e., create an arts district centered on the theater block and/or Des Moines Elementary) & market area/s as such C. Services focus (based on community & market demand)	Requires public/public and/or public/private partnerships and coordination (School District, HCC, Arts Commission, non-profits & other agencies)
Parks/Recreational Uses (location, amount & type)	A. Regionally unique recreation center (i.e., fun city) – heavily market Marina, Beach Park & DM Creek Trail, & provide for enhanced resources such as bike and kayak rentals and near-shore diving B. Passive recreation – market natural elements of Beach Park, DM Creek, Saltwater State Park, tidelands – possibly partner with HCC Sciences	Requires public/public and/or public/private partnerships and coordination (HCC, School District, non-profits & other agencies)
Implementation Strategy		Consider incentives and public investments
Level of public investment and funding (high, medium & low)		Base level of investment on the relative amount of new residents & private investment
Other???		

(Notes taken by Carmen Scott - Councilmember City of Des Moines)

The STATE TOURISM office is currently working on their marketing plan update for 2011 and 2012. In conjunction with that, they are once again hitting the road to talk to some of the stakeholders around the state. Eight meetings are being held representing different regions within the state.

OPENING REMARKS

We are working on the 2nd biennial marketing plan of a 6 year plan. Focused on strategic planning.

Today we will be reviewing achievements, changes and goals.

Areas of focus include:

1. How best to engage and interact with the consumer
2. Refining the Brand

BE COHESIVE along ALL communication channels.

Refine a - CLEAR - IDENTIFIABLE - CONSISTENT brand statement and theme.

EXECUTION must be consistent EVERYWHERE, websites, maps, brochures, print media.

USE WORDS THAT PEOPLE TYPICALLY SEARCH FOR ON THE INTERNET

3. Capture and reinforce what you have that is unique, different or better than elsewhere.

4. Think of the mindset of various potential visitors: Can you offer them:

- A. AN EXPERIENCE THEY WILL INCLUDE IN THEIR PLANS

Are they independent spirits looking for an excellent adventure, something unique, discovery, authentic interaction in a new environment, culinary delights, nature, a walk on a saltwater beach, heritage sites

- B. IDENTIFY POTENTIAL VISITOR TYPES & INTERESTS - MAKE A LIST

- C. CREATE A LIST OF LOCAL ATTRACTIONS:

Des Moines: WATERFRONT experiences on the shores of PUGET SOUND
a hidden jewel just MINUTES FROM YOUR DOOR

A mild maritime climate that allows out of doors comfort, every month of the year. VIEWS of rugged mountains, marina, saltwater, tides, ships of all kinds, sailboat races, charming historical camp, recreation, hiking among tall trees, dining experiences, great one-of-a-kind shops for gifts, flowers, wine, souvenirs, Farmers Market, special events, a friendly Northwest town on Puget Sound

- D. MAKE A LIST OF YOUR CURRENT EFFORTS TO ATTRACT PEOPLE

Walking map? Brochure? Websites? Media, Freeway signs

- E. EXPAND THE LIST TO INCLUDE THE AREAS THAT AREN'T BEING COVERED

- F. BUILD A TEAM THAT WILL COORDINATE AND CARRY OUT THE TASKS

Look for Co-op opportunities within and around your borders

Match & maximize collective resources

(Des Moines is doing this locally with Seattle Southside)

Who else can we work with?

Landmark on the Sound? Rotary? Farmers Market? Yacht Clubs, HCC
Historical Society, Marina, Sr. Center, Parks & Rec, Legacy Foundation,
Anthonys, Corky Cellars, Butlers, All Star Sports Bar, Barnacles, other
businesses, Realtors, Relocation companies, Title Companies, SoCo Culture

Who is doing marketing? What are they doing?

NEW PRIORITIES EMERGING

Technology is moving toward on-line, and away from print.

Almost everyone going somewhere new, checks it out on-line first.

Think BRAND, eye catching banner ads, drop-down elements,
determine how you can connect with people who make contact.

Build your website functionality

Have 7 or 8 key themes (always coordinated), present "authentic experiences"

Engage the visitor, Games contests, special offers

Using PR diversely

Influence TV News & stories. Think "Wheel of Fortune" (background cities on a local scale)

Facebook, Blogs, Newsletters,

Travel & Leisure magazines, Puget Sound area magazines

How do you get the media writer's attention?

Learn what the travel writers are looking for

Individualized interesting stories with captivating photos

Uniquely Northwest

Know their deadlines for submissions, become a trusted source

Certain WASHINGTON STATE TRAVEL PLANNER themes are available on-line ONLY, They are:

1. Wine & Cuisine
2. Natural Beauty
3. Arts, Culture & Heritage
4. Outdoor Activities
5. Winter Games

Because they are **on-line**, there are MORE POSSIBILITIES of getting local information inserted than if there were a print deadline every two years.

Find out more about how to influence the State's local contractor for ON-LINE changes.

(Katherine Kertzman of Seattle Southside has offered to help us do this)

The new PRINTED Travel Planner almost ignores Des Moines. Because we didn't have anyone assigned to provide input while it was being planned and printed.

On page 34 it says 5 words about us. No photos. "Des Moines Marina Shopping District"

On page 35, Federal Way has a splashy half page ad. What do ads cost?

WASHINGTON STATE TOURISM BUDGET currently 6.8 million

In 2007 it was \$3,700,000

In 2008 it was \$6,800,000 NO MATCH REQUIRED

In 2009 \$6,800,000 20% match required

In 2009 \$6,800,000 \$2,000,000 match required

In 2010 \$6,800,000 50% match required

In 2011 \$6,800,000 100% match required

In 2012 & beyond, **The state will reduce the amount by any shortfall in the 100% match.**

Tourism dollars received annually in Washington state total about 2% of National visitor spending.

A good figure, considering how little is budgeted for that purpose.

OTHER STATE TOURISM BUDGETS (The Competitive Landscape)

National Average spending per state \$17.4 million

California \$58 million with a focus on "Travel in your own back yard"

Colorado 22.6 million

Nevada 19.3 million

Oregon 11.1 million

Idaho 7.9 million

ADVERTISING

75% of responses to advertising give-aways came from WITHIN the state. 12,000 hits to the site.

Comments and questions from the audience of about 30 stakeholders:

Have a CURRENT plan and a FUTURE plan, based on economic conditions and other factors that are changing within your community

Important to build a united network within your community and immediate surroundings.
Create a COMPREHENSIVE EVENTS CALENDAR

Excite the interest of visitors and residents IN YOUR OWN BACK YARD. Don't forget people looking for a few hours of activity, and partial day or weekend experiences.
(Des Moines is on an interstate freeway and 10 minutes from 10,000 hotel rooms.)

Washington Film Works knows where movies and ads have been filmed and are being filmed, people like to visit such sites. (Co-ordinate thoughts with Landmark on the Sound)

The on-line State Travel Planner is published in several languages, reaches new markets.

Can the state website include short videos? Answer: "We're working on that".

Please explain the acronyms DMO and CVBs. Answer:

DMO = Destination Marketing Organization

CVB = Convention & Visitors Bureau

Is State marketing focused on specific months? Answer: Currently primarily focused on March through Summer, but also include winter sports.

How many Travel Planners (State Tourism Magazine) does the state send out, and how long does it take to get one if a potential visitor requests one.? Answer: We print 350,000 of them and distribute half right away (in February), the remainder are available for those who run out during the year, and for individual requests. An individual request takes up to three weeks to arrive in the mail.

Comment from Katherine Kertzman "A fall meeting is planned to be coordinated with the Governor's Commerce Conference. It is very important for commerce people to recognize that TOURISM IS THE 4TH LARGEST ECONOMIC DRIVER IN THE STATE.

Audience comment: Be aware of Senate bill 6118. Interesting legislation tied to the Convention Center. Would prevent funds from going to surrounding communities.

TRAVEL TRADE MARKETS - final comments.

Lots of people head for the west coast and Canada, coming through Seattle & SeaTac.
Determine how and why you are different enough to attract them,
When, Where, and How your information will best reach and influence them.
Create one or more itineraries that capture broad interests

Feedback from this group of meetings will be distributed to attendees in early March. You can contact our speakers at mitch@nicholstourismgrp.com and dave@daveradcliffe.com