File

AGENDA

Finance and Economic Development Committee Meeting
Friday, April 6, 2012
5:00 p.m. – 6:30 p.m.
City Hall South Conference Room

1. **Call to Order**
2. **Approval of the minutes of the January 31, 2012; February 15, 2012; and February 21, 2012 meetings**
3. **Economic Development Update –10 minutes**
4. **Creation of a Public Development Authority to promote tourism – 15 minutes (Katherine Kertzman – SeattleSouthside)**
5. **Work plan update – 10 minutes**
6. **Incorporating a "Cape Cod Theme" into Marina District Design Guidelines – next steps – 40 minutes**
7. **Committee member comments – 10 minutes**
8. **Future meetings**

4/6/12

1. 5:04 - Bob, Carmen, Matt, TP
Marion, Denise, KK

2. OKed

3. Marion - mtg w/ Hotel concepts waterfront hotels
- interested in marina floor -
- concerned w/ Parking
- concerned w/ possible limitation of size of hotel
- ~~they~~ purchased (Barry) purchased Clayton's tavern site - enthused about DM.
- Barney's site - allow residential? told no
- Steve Smith - senior housing
- Stegen property went to auction - no bidders
- Reiter property - architects working
Tom's met w/ Art Commission
temp art display?
- DMCPC - 5/15 Port Commission mtg.
- Marina Committee - Nick Upshaw working on potential layouts of development

4. PDA for tourism development
- see handouts

5. See handouts

6. Cape Cod - see handout
- architectural elements - appear in CB. many several styles
- limit to certain downtown areas?

Bob left @ 6:15

MINUTES – FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

January 31, 2012
South Conference Room
21630 11th Avenue South, Des Moines, WA

Council Members
Chair Bob Sheckler
Matt Pina
Carman Scott

City Staff
Tony Piasecki – City Manager
Lorri Ericson – Assistant City Manager
Grant Fredricks – PBPW Director
Marion Yoshino – Economic Development Mgr
Larry Pickard – Building Official
Robert Ruth – Development Services Manager
Denise Lathrop – Planning Manager
Jason Sullivan – Senior Planner
Joe Dusenbury – Harbormaster

1. Call to Order

Meeting called to order at 5:07 pm by Chair Scott who advised that the committee had appointed Councilmember Sheckler as the new chair.

2. Approval of the 10/25 Meeting Minutes

Minutes from the October 25, 2011 were approved as corrected. (CM Scott requested her reasons for being unhappy with the approval of the SeaMar development be included in the minutes and the spelling for ED Mgr Yoshino's name was corrected).

3. Economic Development Update

Chair Sheckler asked ED Manager Yoshino to review what is happening in Economic Development. This will be a regular portion of the meeting. ED Manager Yoshino detailed the following items:

- Staff met with potential developers of a proposed hotel across from the McDonald's on Pacific Hwy who hope to get started sometime this year.
- Legislator lunch in Olympia proved that our legislators are very supportive of the 509 project and willing to work with us to complete the project.
- ED Manager Yoshino met with a local developer who is looking for a location to build a 25,000 Sq ft. building, and they toured potential locations in the City.
- ED Manager Yoshino has been talking with a local car dealership that may be interested in moving to a location along Pacific Hwy north of 216th. However, it is not currently a permitted use and the city would need to change its regulations. City Manager Piasecki will have staff put together an information piece for council.
- PBPW Director Fredricks and CM Piasecki gave a brief update on the status of current city projects.

4. Review of list of items/issues remanded to the Committee by the City Council

The following list was accepted with the caveat that the Municipal Facilities Committee and the Finance and Economic Development Committee would work together and make sure they did not duplicate efforts:

- Zoning Code Changes
- Streamlining and Improving Permitting
- City Borrowing, Bonding and Investing
- Monitoring City Revenues

5. Committee 2012 Work Plan

PBPW Director Fredricks shared the 2012-2013 work plan. He stated that staff priority will be those items that bring in revenue. He mentioned he included item #4 even though it was not on council's 2012 list because it last year's #1 objective. Other areas staff wanted to highlight for direction were the code enforcement issues, sound code review and the way finding signage. There was council consensus to add Way finding Signs as a 16th item. PBPW Director feels the work plan is 6 staff-years worth of work. MPT Pina felt that the items needed to be prioritized based on ROI. CM Piasecki in conjunction with Chair Sheckler will work with staff to determine a schedule.

Discussion ensued about institutional zoning and height restrictions specifically Wesley Homes and Highline Community College. Chair Sheckler and staff will follow up with the appropriate business members.

Director Fredricks passed out the Customer Survey's from the Matrix Building study.

CM Piasecki identified some additional items that the committee should request the full council remand to the committee. They are: 1) oversee implementation of the Economic Development Plan, 2) develop a list of potential economic development incentives for the Council to Consider, and 3) monitor economic development activity/projects occurring in Des Moines. He will prepare an Agenda Item for a council meeting to be identified in the future.

6. Downtown "Theme"

Chair Sheckler suggested that based on discussions held during the 2010 Leadership Summit, the "dot" exercise that council did at the retreat regarding the Marina District Zoning review ~~on the downtown theme as well as~~, and the ~~the public open house~~ "dot" exercise the public participated in during the public open houses held as part of the Marina District Zoning review, the committee should consider working toward adopting a "Cape Cod" theme. As a result of the discussion, CM Piasecki stated he would have staff prepare an agenda item around a downtown theme. The goal of the agenda item will be to ask the council if they would like to recommend or require a specific theme and if so, what theme. Also, how detailed the guidelines should be and if the theme is recommended or required. If the theme is only a recommendation, the council will be asked if they want to provide incentives to those developers who include the theme.

7. Review of Current and Proposed Development Incentives

ED Manager Yoshino shared a sample, "Develop Des Moines Incentive Program." Discussion ensued about what a potential package would look like. Staff will expand upon the sample and bring it back to the Economic Development Committee for review before taking it forward to the entire council if the committee so directs.

8. Review of request from Alex White to allow multi-family use at property zone Neighborhood Commercial

Development Services Manager Ruth outlined the options for accommodating this request. One is to change the zone itself, the second is to change the existing zone to allow multi-family housing in the NC zone. The committee directed staff to prepare an ordinance for the text change option and bring it forward to the full council.

10. Future meetings

The committee would like to consider meeting every other week. The potential next meeting are February 15th and February 21st from 5:00 to 6:00 p.m.

Adjourned at 6:40 p.m.

Respectfully submitted by:
Lorri Ericson, Assistant City Manager

MINUTES – FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

February 15, 2012
South Conference Room
21630 11th Avenue South, Des Moines, WA

Council Members
Chair Bob Sheckler-Chair
Matt Pina
Carman Scott

City Staff
Tony Piasecki – City Manager
Grant Fredricks – PBPW Director
Marion Yoshino – Economic Development Mgr
Robert Ruth – Development Services Manager
Denise Lathrop – Planning Manager
Jason Sullivan – Senior Planner
Joe Dusenbury – Harbormaster

1. Call to Order

Meeting called to order at 5:00 pm by Chair Sheckler.

2. Approval of the 1/31/12 Meeting Minutes

Corrections/additions to the minutes from the January 31, 2012 were discussed. Minutes will be revised and brought back to the Committee for approval at a future meeting.

3. Economic Development Update

Chair Sheckler asked ED Manager Yoshino to review what is happening in Economic Development. ED Manager Yoshino detailed the following items:

- Artemis Hotel – the building plans are not in yet but discussions with the projects engineers continue. A project website has been created: www.yareton.com.
- Des Moines Creek Business Park – the leasee is exploring expansion of its lease from 30 acres to 60 acres. A wetland issue has come up (ditches next to one of the old streets) that will require a US Army Corps of Engineers permit, most likely a site specific permit rather than a "antion-wide" permit.
- Medical Arts Building at the site of the old Salvation Army store (264th/ Pc Hwy) – a pre-app meeting was recently held.
- SeaMar's project – SeaMar made a presentation to the Des Moines Rotary Club last week and hopes to have the medical arts building in for design review by the 3rd quarter of the year.
- Pacific Heights Subdivision – plans for the infrastructure improvements are in and being reviewed by staff. Staff should be able to provide comments by the end of February.
- Ed Young's project on pacific Highway – Mr. Young approached Starwood Hotels about his site being used for a Starwood-brand hotel. They declined. Mr. Young is also approaching Hilton and Ramada.

4. Fencing Regulations Policy Discussion

Development Services Manager Robert Ruth discussed the prescriptive nature of the City's fencing regulations and how it does not provide much flexibility to deal with unique circumstances. He asked for direction from the Committee on the following policy questions:

1. Should the City's fence regulations be amended to reflect current public expectations?

2. Are fence regulations best achieved with prescriptive standards or should administrative discretion be afforded based on set criteria?

The Committee responded yes to the first question and directed staff to prepare an ordinance that provides for administrative discretion based on set criteria. Staff will draft an ordinance and bring it back to the Committee for review.

5. Master Builders Association Breakfast 2/16/12

ED Manager Marion Yoshino stated that everything is ready to go for the Master Builders Association breakfast that the City is hosting on February 16th.

6. Development Incentives

Staff reviewed a list of possible development incentives. The Committee directed that ordinances be drafted to provide a partial waiver for one of two years of hotel/motel taxes for new or remodeled hotels/motels and to provide a partial waiver for one or two years of B&O taxes for new businesses.

7. Institutional Campus Zoning Policy Discussion

As time was running short, the Committee directed that this item be placed first on the next meeting's agenda.

8. Committee 2012 Work Plan

PBPW Director Grant Fredricks review the 2012 Committee work plan and noted that dates for Council discussion and/or action had been inserted.

9. Committee member comments

Councilmember Scott noted that there are several groups in town that are putting together marketing programs, including SKEDI, Destination Des Moines, the City of Des Moines (ED Manager Yoshino), the Des Moines Arts Commission, the Des Moines Rotary Club, etc. She felt an effort should be made to coordinate all of these efforts to make sure that there is a similar look and feel to the materials and message each group develops. Chair Sheckler stated that he would look into bringing representatives of these groups together to discuss this issue.

Chair Sheckler briefed the Committee on the meeting held with himself, City staff, and representatives of Wesley Homes to discuss their future plans and the possible need for zoning code revisions. He said that Wesley may need zoning changes in the future but that they only had conceptual plans at present.

10. Future meetings

The Committee's next meeting is scheduled for Tuesday, February 21st at 5:00 p.m.

Adjourned at 6:20 p.m.

Respectfully submitted by:
Tony Piasecki, City Manager

MINUTES – FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

February 21, 2012
South Conference Room
21630 11th Avenue South, Des Moines, WA

Council Members
Chair Bob Sheckler-Chair
Matt Pina
Carman Scott

City Staff
Tony Piasecki – City Manager
Grant Fredricks – PBPW Director
Marion Yoshino – Economic Development Mgr
Robert Ruth – Development Services Manager
Paula Henderson – Finance Director
Jason Sullivan – Senior Planner
Joe Dusenbury – Harbormaster

1. Call to Order

Meeting called to order at 5:02 pm by Chair Sheckler.

2. Economic Development Update

ED Manager Yoshino discussed a meeting she had with Mr. Ed Young, a local property owner who hopes to build a hotel on his property on Pacific Highway. Mr. Young indicated that he thought the hotel/motel tax incentive would help with efforts to market projects using the EB-5 program.

3. Institutional Campus Zoning Policy Discussion

Senior Planner Jason Sullivan presented and summarized the draft ordinance for the Committee's consideration. One key policy issue is whether or not to have the hearing examiner approve master plans for either institutional zones or business spark zones. The Committee directed that the ordinance go forward with the hearing examiner having approval authority.

4. Master Builders Association Breakfast 2/16/12 Debrief

Everyone agreed that the Master Builders Association breakfast held on February 16th went very well.

5. Jail Costs

City Manager Tony Piasecki and Finance Director Paula Henderson brief the Committee on the situation with anticipated 2012 jail costs. When putting together the 2012 budget, staff assumed that jail costs would be based on the City's 2011 average daily population (ADP). However, this turns out to be incorrect. According to the SCORE interlocal agreement, costs for 2012 are based on the City's 2007 APD, which was substantially higher than 2011's ADP (17 versus 5). The City's jail costs for 2012 may be more than $100,000 over budget. SCORE is also not bringing in the anticipated contract revenue it included in its budget so all member city's costs could go even higher. To soften the impact of this, SCORE anticipates budgetary savings for 2011 that may be applied to these higher costs and possibly the use of unexpended fund balance.

6. Committee member comments

Councilmember Scott commented that she had met with Mr. Young and she reiterated his support for an ordinance that provides relief from the hotel/motel tax for new or remodeled hotels and motels. She also noted that she needs to see an analysis of the revenue impact of such an ordinance before she can vote on whether or not to approve it.

7. Future meetings

The Committee's next meeting is scheduled for Tuesday, March 27th at 5:00 p.m.

Adjourned at 6:20 p.m.

Respectfully submitted by:
Tony Piasecki, City Manager

Seattle Southside Tourism Promotion Area (SSTPA)
Frequently Asked Questions

What is a Tourism Promotion Area?
The Seattle Southside Tourism Promotion Area (SSTPA) is an initiative sponsored by the Seattle Southside hoteliers designed to increase tourism promotion to Seattle Southside by advertising and promoting the area as a premier travel destination.

The initiative would allow up to a $2 per room night surcharge to guests in hotels, provided at least two or more cities receive an initiation petition from enough potential ratepayers (at least 60%) and if two or more jurisdictions operating under an Inter-local agreement seek the establishment of the tourism promotion area. The surcharge may vary in an area, according to no more than six classifications based on number of rooms, room revenue, and location in the area, and applies only at lodging businesses with at least 40 rooms.

These funds would be dedicated for use in tourism promotion activities ONLY as stated by RCW 35.101. The SSTPA can only be created by ordinance after one or more public hearings, in which potential ratepayers would testify regarding the proposed uses, proposed organizational structure for ratepayer oversight, exceptions, non-supplanting of lodging tax funds currently allocated to Seattle Southside Visitor Services with these new revenues , etc.

What is the purpose of the Seattle Southside Tourism Promotion Area?
This initiative, if spent effectively in external markets outside of a 60 mile radius that encourage overnight stays would bring more visitors to Seattle Southside, bolster hotel occupancy, protect current jobs, create new jobs, and increase business at restaurants and retail stores, and increase patronage at arts, cultural and sporting venues.

The SSTPA Ratepayer Steering Committee recommends petitioning ratepayers request that the funds be used for tourism promotion activities that would enhance Seattle Southside Visitor Services' sales and marketing team and include: advertising, sales and marketing services (strategic planning, market research, creative development, media placement, sales activities, hosting tourism industry events relating to promotion and marketing, etc.), and administrative and management support for such services. New regional sales and marketing efforts could focus on items such as:

- Sporting event marketing enhancement
- Small to mid-sized meetings & events
- Increased online marketing strategies that have proven to be successful
- Multi-property meetings & events
- Canadian market development
- Packaging with direct sales opportunities
- Niche markets including urban, adventure, cultural, sports, incentive and geotourism
- Group tour product development
- FAM tours for targeted customers
- Aggressive PR programs including press/travel writer tours and coverage

Do the affected hotels support the Seattle Southside Tourism Promotion Area?
Yes, however the SSTPA Ratepayer Steering Committee recommends the Cities simultaneously create a newly formed separate legal entity called Seattle Southside Tourism Development Authority (SSTDA) to manage the new SSTPA funds. See handout "Overview of the Seattle Southside Tourism Promotion Area and the Formation of the Seattle Southside Tourism Development Authority (SSTDA)".

Over the past several years, the hospitality industry has witnessed some successful and some not so successful uses of public funds for tourism promotion e.g. the closure of the state tourism office and the state legislature transferring $80M over a two year period from the Washington State Convention Center reserve fund account to help plug the state's general fund shortfall. With lessons learned, the SSTPA Ratepayer Steering Committee recommends working with the City Councils to bring forward an innovative approach that would provide potential TPA ratepayers the desired autonomy and oversight for managing the new funds and insure the funds are expended to attract tourists as defined by the industry (travelers from outside a 60 mile radius or includes an overnight stay) represented by the SSTPA ratepayers. This newly proposed organizational structure is modeled after 4Culture's organizational structure which receives dedicated King County lodging tax funds.

How do hoteliers lobby to have the SSTPA enacted?

An initiation petition must be presented to the legislative authorities of the municipalities which would participate in the SSTPA. The petition must include: (1) a description of the boundaries of the proposed TPA; (2) proposed uses of the revenue generated; (3) estimated rate(s) for the assessment; and (4) signatures of lodging businesses which would pay 60% or more of the assessment (Please see RCW 35.101.020).

The SSTPA Ratepayer Steering Committee additionally recommends the following draft documents be created and generally supported by City Council committees or members and the majority of potential ratepayers before the above petitions are submitted to the City Clerk's Offices: (1) Inter-local Agreement; (2) SSTDA Charter and Bylaws; (3) model ordinance to be adopted by the proposed Cities of SeaTac, Des Moines and Tukwila.

Which hotels are included in the Seattle Southside Tourism Promotion Area?

This would depend on what, if any, classifications ratepayers propose and the legislative authorities of participating municipalities choose to create. For example, if a classification recommended by hoteliers is chosen under which only properties with 61 or more rooms would be subject to the surcharge, the SSTPA would include 39 hotel properties with 61 or more rooms located within city limits of the City of Tukwila and City of SeaTac.

The TPA Ratepayer Steering Committee further recommends the surcharge would not be imposed on rooms (a) where the occupant has stayed 30 or more days, (b) that are provided by a ratepayer to guests without charge for promotional purposes, or (c) available exclusively to members or guests of members of a private member-owned club or its reciprocal clubs or (d) airline crew contract room nights as is done in other TPAs around the state.

How much will this cost the City?

Nothing. In fact the SSTDA will reduce the City's liability and cost local tax payers nothing.

Who would administer collection of the funds?

The Department of Revenue administers the charge.

How much money is expected to be raised?

Seattle Southside Visitor Services estimates that the SSTPA would generate approximately $1.5M to $2.5M depending on the assessment rate. The SSTPA Ratepayer Steering Committee stands firm; funds collected through the SSTPA would not supplant current use of lodging tax used to promote tourism or fund Seattle Southside Visitor Services.

How much have the cities spent on tourism promotion in the past? How does this compare with other cities?
The City of SeaTac's current core contract for tourism promotion services with Seattle Southside from lodging taxes (not the general fund) is approximately $475,000 annually, with an additional $245,000 in 2010 and 2011 for special marketing projects. In 2011, the City of Tukwila contributed $426,000 in program and capital expenses and $100,000 for overhead expenses to the City's general fund. The City of Kent contributes $120,000 annually and the City of Des Moines contributes approximately $18,000, for a total of $1.384M.

Have other cities or counties implemented similar proposals?
Yes, other West Coast cities such as San Francisco, San Diego, Anaheim and Los Angeles have established dedicated funds for tourism promotion. Other Washington cities and counties have also established tourism promotion areas including Tacoma-Pierce County, Spokane County, Tri-Cities, and City of Yakima with nearby cities, Clark County, Wenatchee and nearby cities. Tourism promotion areas are planned for in several other Washington jurisdictions, as well.

The following table shows total spending on tourism promotion (in millions) by other destination marketing organizations in Washington State, including funds raised through special assessments like the proposed SSTPA.

City	Special Tourism Improvement District or Tourism Promotion Funds	Total
Seattle	$5.5 M	$14.5M
Tri-Cities	$1M	$1.7M
Vancouver/Clark County	$1M	$1M
Yakima	$1M	$1.8M
Tacoma/Pierce County	$1M	$2.3M
Spokane	$1.7M	$6.6M
Snohomish County	$1M	$1.7M

Other large regional destination marketing competitors within Washington State are funded at 2-3 times the level of the Seattle Southside, despite the fact that the Seattle Southside is home to the second largest grouping of hotels within the state and conveniently located next to Seattle-Tacoma International Airport.

Can the affected hotels request disestablishment or modification of the Seattle Southside Tourism Promotion Area if desired?
Hoteliers can always lobby the legislative authorities of the participating municipalities for an amendment to or modification of the SSTPA once it is established. In order to disestablish a tourism promotion area, the legislative authority of each participating municipality must adopt a resolution expressing intention to disestablish the area and hold a hearing on the issue; however, it appears that once a TPA is established, it is really up to the legislative authorities to make decisions like this, thus, more justification for securing ratepayer autonomy and oversight of these new revenues.

Overview of the Seattle Southside Tourism Promotion Area (the "SSTPA") and the Formation of the Seattle Southside Tourism Development Authority ("SSTDA")

Current Structure:

- Seattle Southside Visitor Services ("SSVS"), a tourism promotion program administered by the City of Tukwila, serves the cities of SeaTac, Kent and Des Moines pursuant to separate interlocal agreements
- SSVS is funded by lodging taxes ("Lodging Taxes") imposed and collected within the cities of Tukwila, SeaTac, Kent and Des Moines and remitted to SSVS in exchange for tourism promotion services
- The amount of Lodging Tax revenue remitted to SSVS by each participating city is determined by the applicable interlocal agreement
- Current staff of SSVS are Tukwila employees

Proposed Structure:

- *Summary - The proposed structure involves replacing the existing interlocal agreements with a new interlocal agreement (the "ILA") among the cities of Tukwila, SeaTac, and Des Moines (the "Participating Cities"), redirecting (but not increasing) the current Lodging Tax revenues, forming a tourism promotion area, and forming a public development authority to receive these two revenue sources and provide tourism related services currently provided by SSVS*
- The purpose of the new ILA is to
    - Direct Lodging Tax revenues (which will remain at current levels) to a newly created public development authority (see below)
    - Form the Seattle Southside Tourism Promotion Area (the "SSTPA") under chapter 35.101 RCW. The jurisdictional boundaries of the SSTPA will be the incorporated boundaries of the Participating Cities
    - Impose a lodging charge on the furnishing of lodging under RCW 35.101.050 in an amount of not to exceed $2.00 per night of stay (the "Special Lodging Assessment")*
    - Request that the Department of Revenue remit Special Lodging Assessment revenue directly to the newly created public development authority (see below), and require that each Participating City direct any Special Lodging Assessment revenue received by such city to the public development authority
    - The previous interlocal agreements will terminate only upon the effective date of the new ILA

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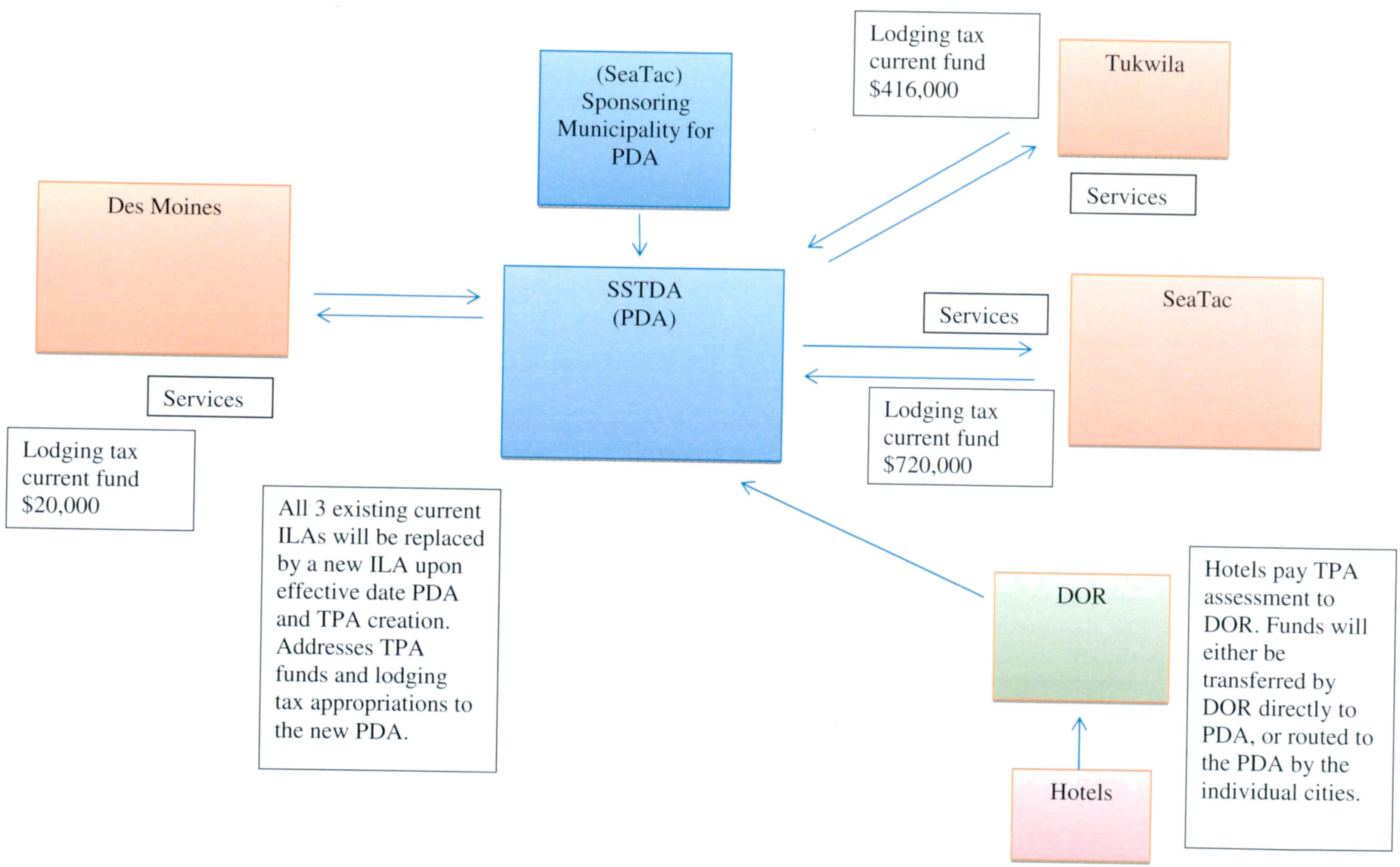
* Note that the City of Des Moines is expected to be a party to the ILA but will not impose a Special Lodging Assessment until it meets the requirements of chapter 35.101 RCW.

- A Participating City, currently anticipated to be the City of SeaTac, will charter a public development authority under chapter 35.21 RCW named the Seattle Southside Tourism Development Authority (the "SSTDA"). SSTDA will be a separate legal entity formed for the purpose of receiving and managing Lodging Tax and Special Lodging Assessment revenue and providing tourism promotion services currently provided by SSVS
- The SSTDA will be governed by a Board of Directors. It is currently anticipated that the Board will consist of nine members – three appointed by the City of SeaTac, two appointed by the City of Tukwila, one appointed by the City of Des Moines, and three appointed by the then current Board Members. Board Members will generally be representative of the hospitality industry and may be drawn from existing advisory committees
- Staff for SSTDA will be provided by the City of Tukwila under the terms of a support services agreement between SSTDA and the City of Tukwila
- The ILA will provide that each Participating City shall defend, indemnify and save one another harmless from any and all claims arising out of the performance of the ILA and the SSTDA, except to the extent that the harm complained of arises from the sole negligence of one of the Participating Cities. Any loss or liability resulting from the negligent acts errors or omissions of the Board of Directors, staff, or employees of the SSTDA, while acting within the scope of their authority shall be borne by the SSTDA exclusively

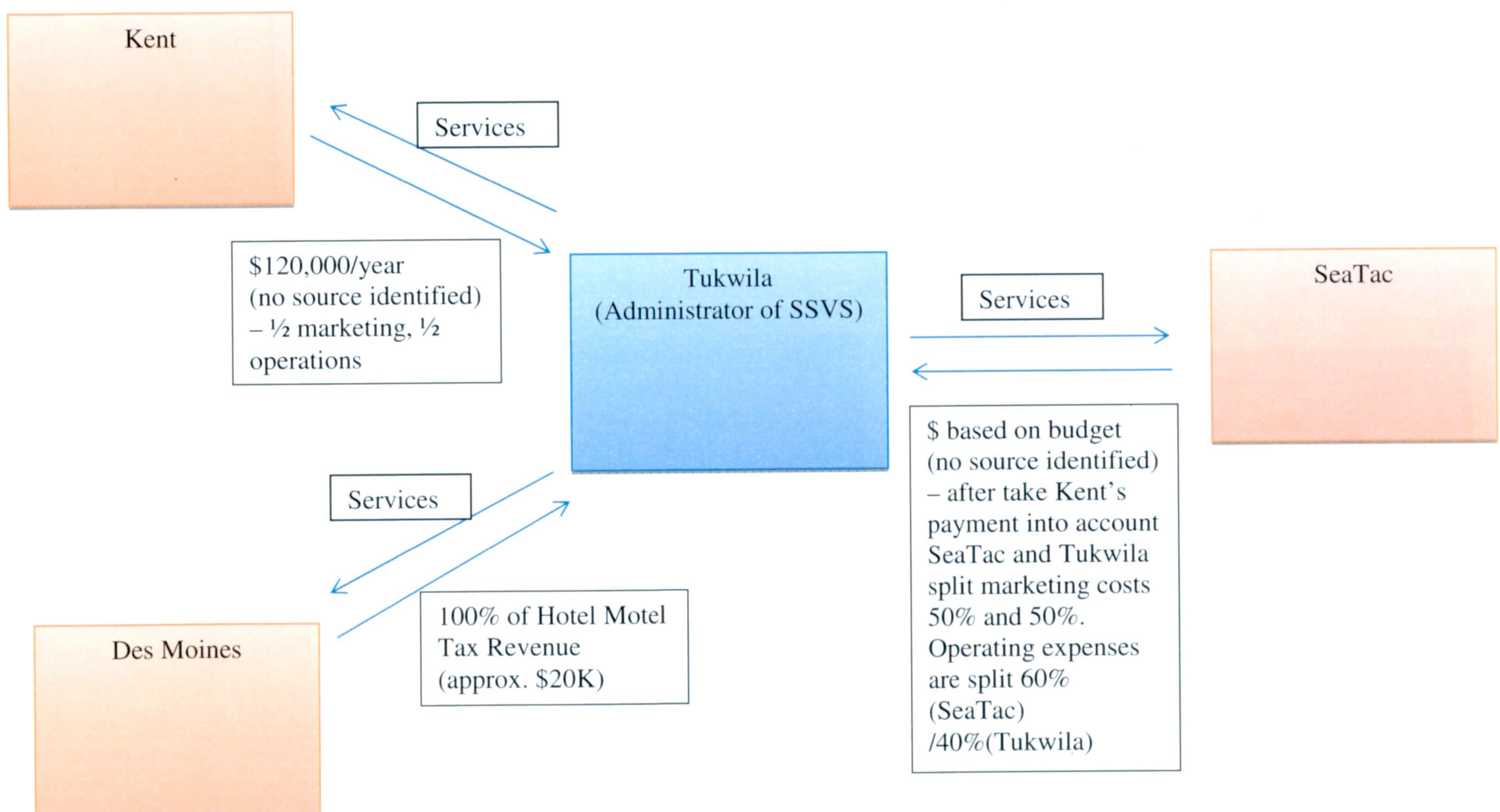
<u>Process for Implementation:</u>

- After receiving initiation petitions calling for the creation of a tourism promotion area, each City Council will consider a resolution of intention to establish a tourism promotion area, hold a public hearing and consider an ordinance establishing the SSTPA (the "Authorizing Ordinance")
- The Authorizing Ordinance will
  - Include the requirements of RCW 35.101.080
  - Approve the ILA and the formation of the SSTDA by the City of SeaTac
- The City Council for the City of SeaTac will also approve an ordinance chartering the SSTDA and approving a Charter and By-laws
- The ILA will become effective after the authorizing ordinances are effective in accordance with the individual city codes and the document is either filed or posted as required by chapter 39.34 RCW

PROPOSED REVENUE AND SERVICE STRUCTURE: SEATTLE SOUTHSIDE TOURISM DEVELOPMENT AUTHORITY



Current SSVS Revenue and Service Structure



Des Moines City Council – Finance & Economic Development Committee Meeting

April 6, 2012

Incorporating a "Cape Cod Theme" into Marina District Design Guidelines,
Next Steps:

1. How do we define?
2. How do we regulate?
3. What type of incentives do we provide?
4. How do we prioritize potential regulatory changes into current 2012 work program?

Key Questions for Consideration:

1. What are architectural elements associated with the "Cape Cod" that we want to incorporate into the Marina District Design Guidelines?
   - Pitched roofs at __% slope
   - Multi-paned windows
   - Use of wood or shake shingle siding
   - Wood trim
   - Color schemes
   - Façade treatments
   - Others?

2. How, if at all, should allowable building heights be adjusted so as not to be a disincentive to build?

3. Is the intent stated as part of the Marina District Vision or specifically incorporated into the Marina District Design Guidelines as an architectural concept with measurable criteria.

4. What are the incentives that would be offered to developers to incorporate the Cape Cod design considerations?

5. How does this work program (document prep, SEPA, Public Hearings, Planning Agency, and Commerce's 60 Day review) fit within the current 2012 priorities that staff is working on:
   - Des Moines Creek Business Park
   - Marina & Beach Park Development Plan
   - $24^{th}/28^{th}$ Gateway Project
   - Institutional Zoning & SEPA Review
   - Business Park Land Use, Zoning & SEPA Review
   - Land Use Review Procedures
   - PUD Code Amendments
   - South 216^{th} Commercial Corridor
   - Pacific Ridge EIS 10 Year Check-in which is required by the SEPA Planned Action Ord.
   - Pacific Highway S Transit Planning
   - Midway/Woodmont Subarea Planning
   - Marina District Wayfinding & Signage Program

Planning, Building, Development Services & Economic Development

2012-2013 Work Plan

Council Strategic Objectives (*working*)

- Develop DMCBP
- Implement economic development & marketing strategy
- Encourage and facilitate City-wide economic development
- Improve development regulations
- Determine light rail alignment (S 200th- S 272nd St)
- Update commercial corridor and institutional zoning regulations

Strategies with Significant Council Involvement

1. Economic Development Plan Implementation
2. City Branding /Marketing /Wayfinding & Signage
3. Development Incentive Ordinances: B&O, Hotel/Motel Tax and Multi-Family Tax Exemption (4/26)
4. Marina/Beach Park Business & Development Plan (starts 3/6)

Plus Other Strategies with Some Council Involvement

A. Artemis Hotel Design Review and Permitting

B. Benaroya Design Review & Permitting

C. New Land Use & Building Permitting System

D. Matrix Building Division Performance Audit Recommendations

E. Permit Record Inventory and Managements/Public Records Accessibility

5. DMCBP Master Plan, Short Plat & 2nd Development Agreement (6/21)
6. Institutional Campus Zoning Policy Discussion(4/26) & Ordinance (5/24)
7. Park-In Lieu Code Amendments Ordinance (2/23)/ Transition to Park Impact Fee System
8. Property Code Enforcement & Abatement (5/17)
9. Business Park Zoning Ordinance and neighborhood subarea re-assessment with integrated 216th Street commercial corridor emphasis (starts 9/6)
10. Sound Transmission Control Code Repeal Ordinance (5/17)
11. Pacific Highway South (entire length) land use policy discussion: Phase 1 (time sensitive) (6/7); Phase 2 (comprehensive/SEPA review) (9/6)
12. Planned Unit Development Code Ordinance
13. Comprehensive Plan amendments (10 year Update) /SEIS
14. Land Use Review Procedures Ordinance (7/26)
15. Marina District SEPA Infill Exemption Ordinance
16. Marina District Design Guidelines Modifications

F. Healthy Des Moines Initiative

Performance Measures

- New business/investment in Marina District & throughout City
- New jobs
- Annual growth in commercial property tax valuation
- Faster & cheaper development review, permitting & inspection process
- Comprehensive Plan that complies with GMA/State Law
- Improved Marina District & City identity
- Light rail alignment that supports City economic development
- Reduced costs and time for public records requests

NING – WORK PROGRAM ELEMENTS		
Midway Subarea Planning	**Growing Transit Communities**	**Sound Transit Link Light Rail**
2013	**2012-2013**	**2013+**
▪ Public process ▪ Planning area evaluation ▪ Land use & zoning - Capacity analysis (jobs & housing) - Economic benefits analysis - TOD nodes - Development Incentives - Urban Center designation ▪ Design Guidelines ▪ SEPA - Planned Action? - Upfront SEPA? - SEPA Infill Exemption	▪ Funded by HUD - Federal Partnership for Sustainable Communities ▪ Implements VISION 2040 ▪ Operating principles: - *Provide More Transportation Choices* - *Promote Equitable, Affordable Housing* - *Enhance Economic Competitiveness* - *Support Existing Communities* - *Coordinate Policies and* - *Leverage Investment* - *Value Communities and Neighborhoods*	▪ Public Process ▪ LLR Corridor Planning - DM options/preferences - Land use/zoning to support - TOD station areas ▪ Environmental Impact Statement

Pacific Highway S Corridor Plan Pacific Ridge Neighborhood Plan 10-year Review Economic Development		
Timeframe	**3rd Qtr 2012**	**4th Qtr 2012 - 2013**
	▪ Review permitted uses ▪ MFTE changes: - Expand area - Change requirement that only buildings over 100' receive benefit - Change condo requirement - Add 12-year exemption OR reconsider low income housing ▪ Public Process ▪ SEPA Review	▪ Performance analysis - Planning area - Zoning capacity (jobs & housing) - Change condo requirement ▪ TOD Overlay @ S 216th Node ▪ Urban Center designation ▪ SEPA refresh