



**AGENDA**

**Finance and Economic Development Committee Meeting  
Tuesday, October 30, 2012  
5:30 p.m. – 7:00 p.m.  
City Hall South Conference Room**

1. Call to Order
2. Approval of September 25, 2012 meetings minutes
3. Economic Development Update – 10 minutes
4. “Waterland Card” Shop Local Program – 10 minutes
5. Committee work plan 4<sup>th</sup> quarter of 2012 and 2013 – 20 minutes
6. Discussion of Pacific Ridge Bus Tour – 20 minutes
7. Marina District Residential Parking Requirements – 20 minutes
8. Committee member comment – 10 minutes
9. Future meetings

# **MINUTES – FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE MEETING**

September 25, 2012  
South Conference Room  
21630 11<sup>th</sup> Avenue South, Des Moines, WA

## **Council Members**

Chair Matt Pina  
Carman Scott  
Jeanette Burrage

## **City Staff**

Tony Piasecki – City Manager  
Lorri Ericson – Assistant City Manager  
Grant Fredricks – PBPW Director  
Robert Ruth – Planning & Development Manager  
Marion Yoshino – Economic Development Mgr  
Denise Lathrop – Planning Manager

## **1. Call to Order**

The meeting was called to order at 5:32 pm.

## **2. Approval of Minutes**

The July 31, 2012 and August 28, 2012 minutes were approved.

## **3. Economic Development Update**

ED Manager Yoshino provided a brief update regarding the old theater property and the progress of their redevelopment. She also spoke about conversations she's had with the Landmark about development opportunities there. They will be issuing an RFP to ask for development proposals. She also spoke about the potential that a developer would be purchasing property on Pacific Highway. House of Art is due to close on September 28<sup>th</sup> discussion ensued about the multi-family tax exemption associated with this project.

## **4. Committee Work Plan 4<sup>th</sup> Quarter of 2012 and 2013**

PBPW Director Fredricks discussed the work plan and solicited input from committee members. City Manager Piasecki distributed a proposal for a Pacific Highway Bus Tour as discussed earlier Finance and Economic Development Committee meetings. The committee agreed to schedule a tour for business hours with a box lunch to follow to facilitate discussion after the tour. ED Development Manager Yoshino will take the lead on this.

## **5. Des Moines Creek Business Park – option to purchase southern one-third**

The deadline to enter into negotiations for this property is Friday 9/28. The deadline to complete the negotiations is the end of 2012. After discussion, the committee suggested we keep the door open by sitting down to talk with the Port of Seattle about the option, the property and what we might be able to do collaboratively.

## **6. Committee Member Comments**

There was not time for individual committee comments.

## **7. Future Meetings**

Next meeting is October 30, 2012 5:30 – 7:10 p.m. in the South Conference room.

Adjourned at 7:00 p.m.

Respectfully submitted by:

Lorri Ericson, Assistant City Manager

## ***Proposed F&ED Work Plan for 10/30/12 Meeting***

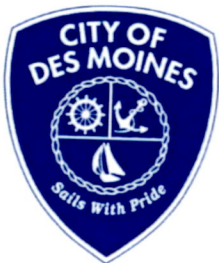
### **2012 Q4 and 2013 Work Plan**

- Pacific Highway South Corridor
  - Interim Uses Q4 (*Direct to Council*)
  - Pacific Ridge Comp Plan Element Q3/4
  - Pacific Highway Land Use & Environmental Review Q1-Q3
  - Midway Q1-Q2
  - Urban Center designation Q3
- Comprehensive Plan Update – in advance of 2014 major update Q1-Q4
  - North Central Neighborhood Element
  - Economic Development Element (new)
- IC Zoning (HCC, Wesley, Judson, Landmark) (*direct to Council*) Q4
- Park Impact Fee Q3/4
- PUD Code Q2/3
- Code Enforcement code updates (weeds, canopy/canvas, front yard parking, shipping containers, garage sales, rodent control, view blocking vegetation)  
*Being discussed in Administration*
- Misc Zoning Code
  - Reader Board definition 2012 Q1/2
  - Accessory structure height limits, 2013 Q3/Q4
- Subdivision Code (Title 17) – Q3/Q4
- Must do: short plat frontage improvements ( Q2/3)
- Marina/Beach Park Development Plan Q4
- Message Signs, wayfinding, directional & promotional signage, kiosks – executive staff lead needed Q4/Q1
- Façade Improvement (UW student project) Q4

## *Changes to Proposed F&ED Work Plan for 10/30/12 Meeting*

### 2012 Q4 and 2013 Work Plan

- Pacific Highway South Corridor
  - Interim Uses Q4 (*Direct to Council*)
  - Pacific Ridge Comp Plan Element Q4/Q3/4
  - Pacific Highway Land Use & Environmental Review Q1-Q3
  - ~~Link Light Rail alignment/stations/stops, policy (joint with PS&T)~~ refer matter to full Council except of occasional sounding board check in
  - Midway Q1-Q2
  - ~~Buildable Lands Analysis~~ defer to 2014/15 Comp Plan update
  - Urban Center designation Q3
- Comprehensive Plan Update – in advance of 2014 major update Q1-Q4
  - North Central Neighborhood Element
  - Economic Development Element (new)
  - ~~Catch up on past due element updates: General Planning, Land Use, Housing, Community Character~~ defer to 2014/15 Comp Plan update
- ~~Urban Center designation~~ Q3
- IC Zoning (HCC, Wesley, Judson, Landmark) (*direct to Council*) Q4
- ~~CAO Code Update (exemptions, wetland review redundancy, reconciliation with SMP)~~ Q4 defer
- Park Impact Fee Q2 Q3/4
- PUD Code Q4/Q1 Q2/3
- ~~Land Use Review Procedures (Q4)~~ defer
- Code Enforcement code updates (weeds, canopy/canvas, front yard parking, shipping containers, garage sales, rodent control, view blocking vegetation) Grant & Lorri to discuss
- ~~Marina District SEPA Infill~~ defer to 2014/15 Comp Plan update
- Misc Zoning Code
  - Reader Board definition 2012 Q4 Q1/2
  - Accessory structure height limits, ~~summer home rentals~~ 2013 Q3/Q4
- Subdivision Code (Title 17) – Q3/Q4
  - ~~Must do: short plat frontage improvements (Q42012 Q2/3), time frames for short plat and final plat~~
  - ~~Would like to do: Ch 17.36 (layouts)~~
- Marina/Beach Park Development Plan Q4/Q1
- Message Signs, wayfinding, directional & promotional signage, kiosks – executive staff lead needed (recommend Patrice) Q4/Q1
- Façade Improvement (UW student project) Q4



Southwest King County  
Chamber of Commerce



Dear Des Moines Business:

In these challenging economic times Des Moines stands behind our local businesses, to help our community survive and thrive. The City of Des Moines, the Southwest King County Chamber of Commerce, Destination Des Moines, and Highline Community College StartZone have partnered together on the "Shop Waterland" campaign, and we encourage you to participate.

We regularly promote shopping and dining in Des Moines but we want to take this effort to the next level, and we need your participation to do so. Why promote shopping locally? As our businesses know, when residents and visitors shop locally, they: sustain local jobs and help businesses employ local family, friends and neighbors; help maintain strong and diverse neighborhoods; reduce energy consumption and costs, traffic congestion, pollution and travel time; provide businesses with revenue to be able to reinvest profits in local nonprofit organizations; and support local government services like public safety and parks.

#### **How does it work?**

All you need to do to participate is have a discount or special offer available for customers who use the "Waterland Card!" You can display a Shop Waterland decal or poster in the window of your store (posters are downloadable at [www.desmoineswa.gov](http://www.desmoineswa.gov)). By posting the decal or poster, you are committing to offering your customers a discount or special offer which you can define yourself and vary as you would like. If you choose to participate, please let us know by sending an e-mail to a [myoshino@desmoineswa.gov](mailto:myoshino@desmoineswa.gov) or by calling 206-870-6725 so we can add you to the list of participating businesses, which is also periodically publicized (at no cost to your business). The campaign is planned to continue indefinitely.

#### **How will my customers know about the Waterland Card and get their own card?**

We will promote the free "Waterland Card" in City and Chamber publications and in the Waterland Blog. Over 90,000 Waterland Cards will be distributed through publications, and participating public and business venues such as the Des Moines Waterfront Farmers Market. Your business may distribute them as well. And, the card will be available digitally with a smart phone 'QR' code.

It's that simple! Whether or not your business has a product or service to offer through the Waterland Card program, please encourage your employees to buy locally!

Thank you for your consideration and please, Shop Waterland!

David Kaplan  
Mayor  
City of Des Moines

Lynn Wallace  
President & CEO  
SWKC Chamber of Commerce

Tony Hettler  
President  
Destination Des Moines

Introducing the

# Waterland CARD

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## Waterland Fun and Savings!

Discounts and Special Offers  
in Des Moines

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Discover the magic in the  
convenient, spectacular,  
Des Moines Marina District.

Use the attached  
Waterland Card to take  
advantage of discounts and  
special offers at Des Moines  
businesses.

Look for the  
Waterland Card decal at  
participating retailers.

