



City Council
Land Use & Economic Development Committee
Wednesday, July 19, 2017
4:30-6:00 p.m.
Executive Conference Room

Agenda

Invitees:

Committee Members: Councilmember Cook, Councilmember Emery, and
Councilmember Whelpley

Alternate Committee Member: Councilmember Wheeler

Executive Branch: Mayor Jennifer Gregerson

Chamber of Commerce: President and CEO Martin

City Staff: Community Development Director Love
Planning Manager Osaki
Senior Planner Ritter

Discussion Topics:

1. Approve Meeting Notes of June 21, 2017
2. Snohomish County Tourism Bureau Presentation
3. Pedestrian Bridge Project Update

Next Meeting: August 16, 2017, 4:30 pm



11930 Cyrus Way • Mukilteo, WA • 98275

City Council Land Use & Economic Development Committee
Wednesday, June 21, 2017
Special Meeting Time: 4:30-6:00 p.m.
Executive Conference Room

Meeting Report

Attendees:

Committee Members: Councilmember Cook, Councilmember Whelpley

City Staff: Planning Manager Osaki, Senior Planner Ritter and Associate Planner Almgren

Chamber of Commerce: Chamber President and CEO Martin

Absent: Councilmember Emery

Agenda Items

1. **Approve Meeting Notes of May 17, 2017 meeting**

The Land Use & Economic Development Committee approved the May 17, 2017 meeting notes as presented.

2. **Proposed Development Agreement Amendment Sector 3 (Lot 4A)**

Senior Planner Ritter indicated that the City received, in June 2016, a development agreement amendment application for Sector 3. The proposal is to construct 80 multi-family units in a four story building on a vacant 3.28 acre property commonly referred to as Lot 4A. A development agreement amendment is necessary because the existing Sector 3 development agreement does not allow residential units.

The development agreement amendment has not yet been processed at the applicant's written request. The applicant anticipated that there would be a development agreement amendment application (from a separate party) for Lots 9 and 10 in Sector 3 (lots on the east side of Harbour Place with frontage on Mukilteo Speedway) for a mixed

use development proposal and that the two development agreement amendment applications would be processed simultaneously.

The separate development agreement application by the other property owner (Lots 9 and 10) is no longer at this time being considered. The owner of Lot 4A is now interested in moving forward with his application.

Upon discussion, the Land Use and Economic Development Committee consensus was that 80 multi-family units are too many for such a compact land area. The adjacent Montessori School and Harbour Pointe Senior Living facility would be impacted by traffic and noise from such a high number of multi-family housing units.

Character of the development is also important. Any future development of the property must also reflect the character of the area. The west side of Harbor Place is generally quiet. 80 multi-family units are too many units at this location. A scaled back development proposal with fewer units would be more palatable. The Land Use and Economic Development Committee also indicated that a senior living (55+) facility might be an acceptable option for this site.

Senior Planner Ritter indicated that staff will meet with the applicant and discuss these issues.

3. Parks, Recreation, Open Space and Arts (PROSA) Plan Survey Results Summary

Associate Planner Almgren reported that the City has begun the Six-Year update to the Parks, Recreation, Open Space and Arts (PROSA) Plan to remain eligible for state grants from the State Recreation and Conservation Office (RCO).

The initial stage of the PROSA update effort is public outreach. This included an online survey that opened on May 13, 2017 and closed June 11, 2017. To advertise the online survey, emails were sent to the Lighthouse Park parking pass database (3,000+ households), a public outreach table was staffed at Touch-A-Truck, the YMCA and the Farmer's Market, and social media was used including Facebook, Nextdoor, and Twitter.

There were 850 responses to the on-line survey. The PROSA Plan consultant has tabulated the results

Associate Planner Almgren stated that certain highlights from the results include:

- A high percentage of the respondents are from Mukilteo (and not outside of the City).
- 19% of those that responded had children under 13 years of age in the household.
- Mukilteo's most highly used parks and facilities include Lighthouse Park, Mukilteo Library, Japanese Gulch, Rosehill Community Center and 92nd Street Park.

- The most desired *future* park features include a waterfront promenade, beach access, hiking trails, beach enhancements (environmental improvements) and indoor swimming pools.
- Among the top open space priorities include maintaining existing parks and recreation areas, protecting wildlife and fish habitat, developing existing park and recreation areas and restoring damaged streams and tidelands.
- The most desired public art impact includes support for the local arts community, promoting the city's history/heritage, and creating memorable, meaningful people places.
- Two thirds (66.7%) of the respondents supported additional funding for parks/recreation/open space, 14.5% did not support additional funding while 19% replied "Don't Know".

Associate Planner Almgren noted that the PROSA Plan is on target for a public hearing before the Parks and Arts Commission in October 2017, with City Council consideration and adoption of the Plan in November 2017 or December 2017.

Next Meeting: Wednesday, July 19, 2017 – 4:30 p.m.



Tourism = \$1 Billion to Snohomish County

Snohomish County Tourism Bureau
2016 Annual Report



Purpose of the SCTB:

- Economic development of Snohomish County through tourism.
- \$1 + Billion Industry
- 10,850 jobs

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Snohomish County Parks, Recreation and Tourism Department

An old new partnership creating synergy, inter-agency collaboration to facilitate tourism development and marketing in concert with our partners throughout Snohomish County.

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Parks, Recreation and Tourism Department:

Destination and product development

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Snohomish County Tourism Bureau:

**Destination marketing, promotion,
industry education and
visitor services**

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Snohomish County Tourism Bureau:



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How we do it:

Internal
Strategies

- Industry Education
- Marketing Platforms
- Referrals and Sponsorship Opportunities
- Lead Generation

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How we do it:

External
Strategies

Marketing:

- Website
- Advertising
- Collateral Development and Distribution
- E-Newsletters
- Social Media
- Services (VIC and convention services)

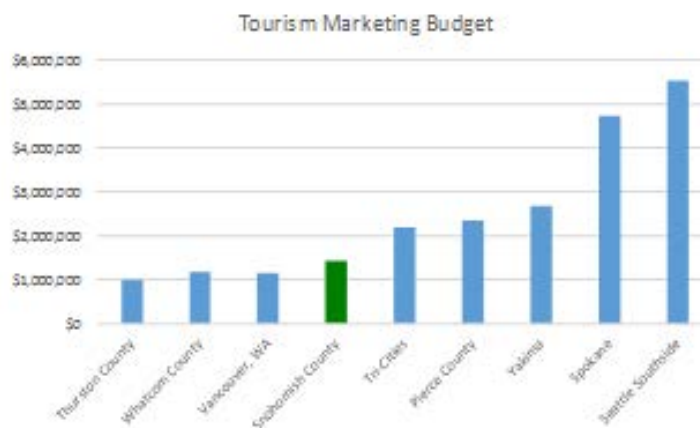
How we do it:

External
Strategies

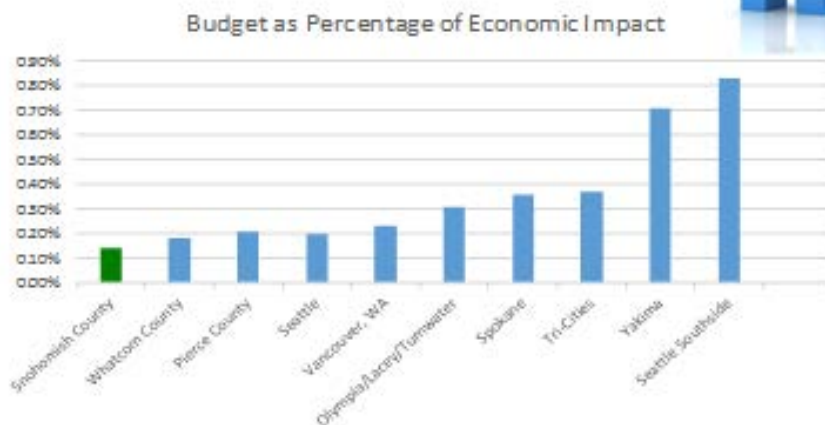
Direct Sales:

- Trade shows
- Sales Missions
- Direct Sales Calls
- Membership Organizations

Tourism Marketing Budget



Budget and Economic Impact Comparisons



Visitors to Washington State
spent nearly \$21.4 billion in 2016;
accounting for \$1.9 billion in
local/state tax revenues; creating
177,120 jobs!

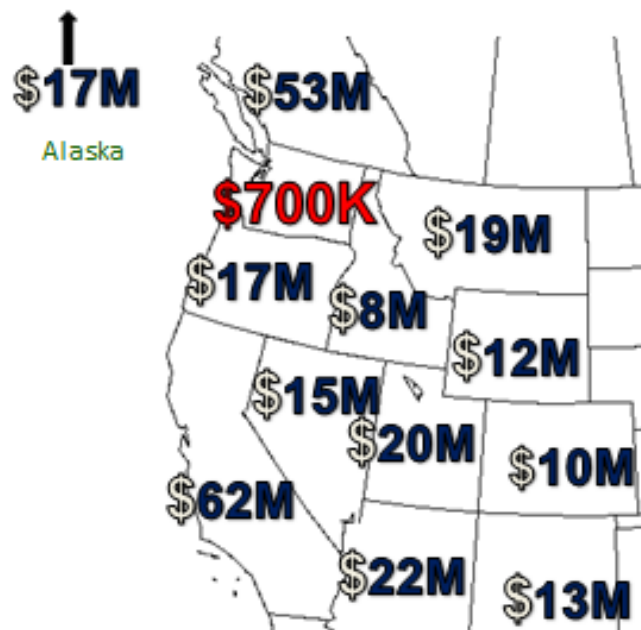
**Tourism IS
economic
development**

No State Tourism Office

Reality is....

- All other states have some form of State funding and/or involvement
- Washington Tourism Alliance is not a sustainable organization using a membership-funded model
- Legislation is being introduced this session
 - HB 1123 and SB 5251
- ROI = \$25:\$1

Our Competitors' Budgets



*Washington State reflects the WTA 2016 budget



Impact of Travel to Local Economy

Overnight Travelers to Snohomish County

(staying in commercial lodging)

- average 2.1 people per travel party
- stay 2.1 nights
- spend \$366 per travel party per day



Impact of Travel to Local Economy



**Data provided by Dean Runyan and Associates April 2016

Impact of Tourism



Tourism Works for Snohomish County!

Visitor spending in Snohomish County is
\$1.04 billion per year;
Up 2.8% from previous year:

Restaurants	\$ 323 million
Transportation and fuel	\$ 147 million
Accommodations	\$ 145 million
Retail stores	\$ 141 million
Recreation and entertainment	\$ 139 million
Grocery stores	\$ 64 million

*Data provided by Dean Runyan and Associates, April 2007

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Because Tourism Matters

Effect of Tourism in Snohomish County

<i>10,850</i>	<i>jobs</i>
<i>\$ 297.2 million</i>	<i>payroll</i>
<i>\$ 21.7 million</i>	<i>local taxes</i>
<i>\$ 54.3 million</i>	<i>state taxes</i>

**Data provided by Dean Runyan and Associates April 2017

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Stats At A Glance:

- 4,304 requests for information from ads
- Website visitation was up 17% - 231,000 unique visitors
- Achieved over \$277,900 of free media coverage
- T & D convention room nights represented \$58.9 million in economic impact
- Served over 30,000 visitors. Countywide centers served over 95,000 visitors
- Tourism spending = \$1.4 billion; up 2.8%
- Hotel occupancy: up 2.4%
Average Daily Rate: down 1.3%
RevPar: up 1.1%
- Hotel/Motel tax: up 2.8%

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Convention, Sports and Group Tour Sales and Service

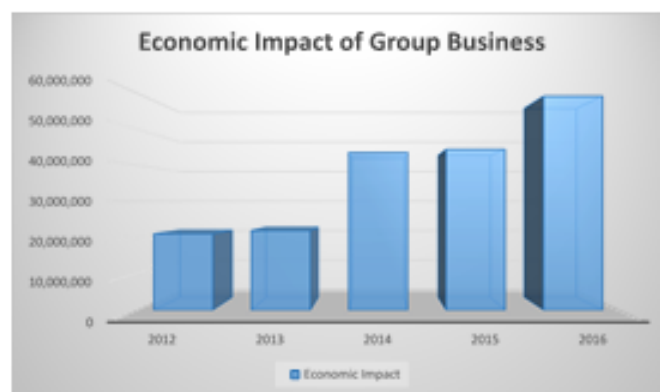
- Group tour, meeting and event planner bids were prepared which resulted in 21,920 total definite room nights
- Additional pending bookings at year end totaled 20,614 room nights
- Totalling 42,534 room nights



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Convention, Sports and Group Tour Sales and Service

Economic Impact totals \$58.9 million



Sports Sales and Service

\$35.7 Million

Economic impact derived from Sports

- Pacific Rim Gymnastics Championships
- NWAC Basketball Championships
- USA Badminton Junior Nationals
- Centennial Sk8 Festival
- 71st Annual NFAA Outdoor Field Archery Nationals
- Washington Rush Cup
- Snohomish Bigfoot Soccer Tournament
- PNW/USTA Mixed 40 & Over/55 & Over Tennis Sectional Championships



Visitor Services

Partnerships Make it Happen!

- City of Snohomish, Snohomish Chamber of Commerce, Historic Downtown Snohomish and the Historical Society of Snohomish

- City of Lynnwood Tourism and Parks & Recreation, as well as Alderwood Manor Heritage Association and Snolesle Genealogical Society

- Future of Flight and Paine Field



Visitor Services Go Digital –

Kiosks at Future of Flight, Lynnwood Convention Center and Tulalip Resort



Visitor Services

Mobile VICs
operating at events
and festivals

- Evergreen State Fair
- Sky Fair at Paine Field
- Fresh Paint
- Vintage Aircraft Weekend – Historic Flight
- Community Days at Everett Mall



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RESULTS:

- **\$58.9 million economic impact**
from direct sales efforts
- **Tourism spending = \$1 + billion in**
leisure travel and \$2 billion in
outdoor recreation

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**Tourism Matters to
Snohomish County!**

10,850 jobs

\$ 21.7 million in local taxes

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**Thank you for
supporting tourism
in Snohomish County!**

SNOHOMISH COUNTY
WASHINGTON

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LAND USE & ECONOMIC DEVELOPMENT COMMITTEE AGENDA REPORT	
SUBJECT TITLE: Pedestrian Bridge Project Update	FOR AGENDA OF: July 19, 2017
Department Director: Patricia Love, Community Development Dir.	EXHIBITS: 1. None
Contact Staff: Linda Ritter, Senior Planner	

Preliminary design began on pedestrian bridge project in late 2016. Staff has been working with the WSDOT design team to develop several design alternatives that focused on:

1. Providing a connection to the waterfront that fits with the vision and goals of the 2016 Downtown Waterfront Master Plan
2. Meeting the accessibility requirements of the Americans with Disabilities Act (ADA)
3. Meeting the clearance requirements for the BNSF railway
4. Minimizing loss of proposed parking

On June 12, 2017 the Mukilteo City Council reviewed two design alternatives:

- A pedestrian landing approach which incorporates a pedestrian plaza concept; and
- An elevator concept.

Both concepts met the clearance requirements of BNSF railway and ADA accessibility requirements. However both also had drawbacks:

- The pedestrian landing concept eliminated parking on First Street; and
- The elevator concept requires maintenance by a professional and could be prone to unpredictable closures.

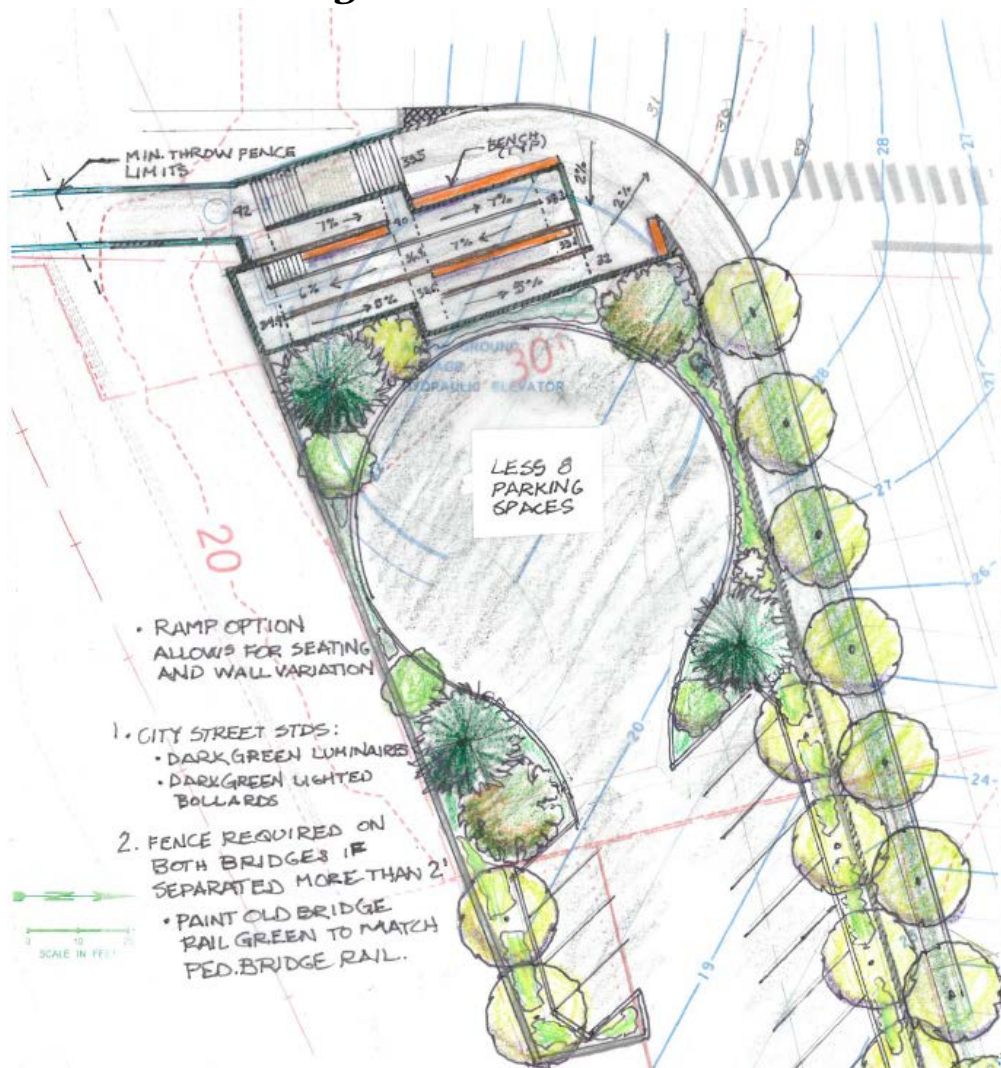
The Pedestrian Landing concept was favored by the Council. The purpose of this meeting is for the LU&ED Committee to review the two pedestrian landing options and provide feedback on their likes and dislikes. Both utilize a series of ADA compliant ramps and landings, either in a switch-back form or circular form in order to meet the clearance requirements for the BNSF railway and ADA accessibility requirements. The Parks and Arts Commission is scheduled to review the designs in August; the Committee's feedback on the designs will be shared with them at their meeting.

Option 1: Circular Design





Option 2: Switchback Design:



0' 10' 20'
SCALE

RAMP OPTION
SR525 MULTILEVEL MULTI-
MODAL PEDESTRIAN BRIDGE

Examples of Ramps Integrated into the Landscape:



Railings & Design Inspiration:

