

ECONOMIC VITALITY ELEMENT

ECONOMIC VITALITY GOALS AND POLICIES

Goals

The Economic Vitality Element contains two key goals, as stated below. In addition, a third goal for ensuring economic vitality is an efficient permitting system. This goal, with related policies, is contained in the Plan Administration Element.

GOAL EV-1. Businesses that add value to the community or region

GOAL EV-2. Quality of life

Policies

The City shall implement the following policies through regulations, strategies, programs, and other actions. These policies correspond with the Economic Vitality goals.

GOAL EV-1. Businesses that add value to the community or region

Policy EV-1.1 Encourage efficient use of existing buildable lands, including vacant and redevelopable sites.

Policy EV-1.2 Actively seek opportunities to annex other buildable lands, consistent with community needs and standards.

Policy EV-1.3 Encourage mixed uses in designated areas.

Policy EV-1.4 Provide opportunities for adding new land uses to or near existing or planned parking structures, such as the Community Transit park-and-ride lot on 236th and I-5.

Policy EV-1.5 Designate lands for commercial and industrial development, while protecting nearby residents from incompatible uses

Policy EV-1.6 Annually monitor land supply and development, consistent with county-wide process.

Policy EV-1.7 Encourage home occupations where their scale and character are compatible with the neighborhood.

Policy EV-1.8 Market our community to desirable new and expanding businesses.

Policy EV-1.9 Ensure that land use policies and development regulations provide for a positive business climate, while protecting the environment and community quality of life.

ECONOMIC VITALITY ELEMENT

Policy EV-1.10 Provide adequate infrastructure to support economic development to meet projected growth, within constraints of local resources.

Discussion: Providing adequate infrastructure will involve identifying sufficient resources, including the use of local improvement districts, tax increment financing, and public/ private partnerships

Policy EV-1.11 Develop and implement multi-year strategies for economic vitality.

Policy EV-1.12 Use a “planned action” approach, which combines growth management and environmental review, to streamline the development process for certain areas or sites. As financially feasible, such areas shall include: the Gateway Place vicinity including the Park & Ride lot, the Melody Hill area, and the area near Albertson’s Supermarket.

Policy EV-1.13 Consider options for city partnership in assembling land for future development.

Policy EV-1.14 Use grant programs to help support projects that foster economic vitality.

Policy EV-1.16 Work closely with interested organizations and agencies, including the Snohomish County Economic Development Council to achieve local economic goals.

Policy EV-1.17 Recognize our community as one part of a larger regional economy.

Policy EV-1.18 Coordinate with nearby jurisdictions on projects of joint economic benefit.

Policy EV-1.19 Collaborate with local businesses on issues that affect them.

Policy EV-1.20 Encourage business investment and the retention and addition of employment within the City, consistent with the City’s target employment of 8,059 by the year 2025.

GOAL EV-2. Quality of life

Policy EV-2.1 Promote high-quality design for development.

Policy EV-2.2 Encourage the ability of each business district to provide jobs, services, and goods, consistent with the urban and neighborhood characteristics.

Policy EV-2.3 Provide for a balanced transportation system that supports business needs, including pedestrians, transit, cars, and trucks.

Policy EV-2.4 Ensure that the City is visually attractive to residents, visitors, and businesses.

ECONOMIC VITALITY ELEMENT

- Policy EV-2.5 Provide for good schools, parks, transportation, civic buildings, and other services or amenities.
- Policy EV-2.6 Encourage housing that will be attractive and convenient to employees of businesses located within the City.
- Policy EV-2.7 Limit stress from noise, pollution, or traffic congestion.
- Policy EV-2.8 Foster a variety of businesses representing a range of services to their respective districts.
- Policy EV-2.9 Use design guidelines for specific districts to support healthy economic uses while maintaining the integrity of adjacent neighborhoods.