



**CITY OF EDGEWOOD
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING AGENDA**

Monday, August 5, 2024 – 6:00 PM ♦ City Hall – 2224 104th Avenue East ♦ Edgewood, WA

Meeting Link: <https://zoom.us/j/92275379112>

1. CALL TO ORDER

2. CONSENT AGENDA: *All matters listed under Item 2, Consent Agenda, are considered routine in nature and will be enacted by one motion. Individual discussion of these items is not planned. A member, however, may remove any item to discuss as an item for separate consideration under New Business.*

- A. Current Meeting Agenda - Approval or Modifications**
- B. Economic Development Advisory Board Meeting Minutes of July 1, 2024**

3. CITIZEN COMMENT PERIOD: *Reserved for the public to comment on items not on the agenda. The Board may invite additional public comment on agenda items noted for discussion later in the meeting.*

4. NEW BUSINESS

- A. Chair and Vice Chair Appointments**
- B. September Meeting**

5. OLD BUSINESS

- A. Edgewood Comprehensive Plan - Economic Development**
- B. EDAB Work Plan**

6. STAFF COMMENTS

7. BOARD MEMBER UPDATES

8. ADJOURN

This meeting is accessible to persons with disabilities. For individuals who may require special accommodations, please contact City Hall at (253) 952.3299, 24 hours in advance.

1. Call to Order

Chair Wiesenfeld called the meeting to order at 6:01pm

Present: Chair Wiesenfeld, Vice Chair Pearce, Weiss

Absent: None

Vacant: None

Staff Members Present:

Senior Planner Morgan Dorner

Community & Economic Development Director Jeremy Metzler

2. Consent Agenda:

- a. Agenda Approval or Modifications
- b. Approval of Minutes for March 2024

Motion: As Read **Action:** Approve, **Moved by:** Chair Wiesenfeld **Seconded by:** Weiss

Motion Passed 3-0

3. Citizen Comment Period:

Three (3) citizen comments were made.

4. Items of Business:

- a. Edgewood Comprehensive Plan
 - i. Review of community survey results and discussion regarding the economic development, land use, and the preservation or expansion of commercial lands.
 - ii. EDAB answered staff questions regarding economic development priorities to consider for the comprehensive plan update.
- b. 2024 Work Plan
 - i. Brief discussion regarding the 2024 Work Plan. Standing item to be continued at the next meeting.

5. Staff Comments:

Introduction of Jeremy Metzler as the new Community & Economic Development Director.

6. Open Discussion:

Brief discussion between members regarding Edgewood's market and commercial viability.

7. Board Member Comments/Updates:

Andrew Wiesenfeld spoke regarding board member recruiting efforts. Weiss noted that the meeting format was well done and is preferred for future meetings.

8. Adjourn:

Motion: Adjourn **Action:** Approve, **Moved by:** Chair Wiesenfeld **Seconded by:** Vice Chair Pearce **Motion Passed** 3-0

Chair Wiesenfeld adjourned the meeting at 8:30 pm



**CITY OF EDGEWOOD
STAFF REPORT
EDAB AGENDA ITEM**

Date: August 5, 2024

Title: Comprehensive Plan Periodic Update

Attachments:

- 1) DRAFT Economic Development Element
- 2) Economic Development Questions and Responses from the July 1, 2024 EDAB Meeting

Submitted By: Morgan Dorner, Senior Planner

Background:

In 2023 and 2024, Edgewood will be updating its Comprehensive Plan. The plan sets goals and policies which serve as the day-to-day guide for City staff and representatives, including City Council and the Mayor. The concept of “growth management” is central to city planning in Washington State. The Growth Management Act (GMA) is a series of state statutes, first adopted in 1990, focused on managing population growth throughout Washington. The Growth Management Act requires cities and counties to update their own Comprehensive Plans to stay current on population growth and other key concerns. This means that cities have a say in how they want to plan for their future.

The Comprehensive Plan covers important topics like housing, transportation, parks and recreation, capital facilities, utilities, land use and zoning, economic development, and the environment. The update process looks closely at these topics to make sure that Edgewood continues to grow in line with the community’s vision. The backbone of every Comprehensive Plan is community input. Through the public engagement process, people help shape the future of the city by voicing what is important to them.

A key work plan item for EDAB is be the 2024 Comprehensive Plan Update and, specifically, the creation of an Economic Development Element that includes an overall vision, goals, and policies for economic development in Edgewood. The plan is scheduled for adoption at the end of 2024.

At the July 1, 2024 meeting, staff presented community survey results from public outreach efforts and a series of questions for EDAB to provide input and direction.

Current Discussion:

At this meeting, staff will review the EDAB’s responses to the staff questions presented at the prior meeting. The Board will also provide comment on the first draft of the Economic Development Element. Staff will speak to the board approving a recommendation letter to the Planning Commission for the Economic Development Element and any additional items the commission should consider.

ECONOMIC DEVELOPMENT

INTRODUCTION

The City of Edgewood Comprehensive Plan update offers an opportunity to refine the vision, goals, and policies to create economic opportunities for the City in the next 20 years that recognizes the diverse needs of the community and regional economic trends.

This Economic Development Element is supported by an economic opportunities assessment that quantifies existing conditions and trends in Edgewood. Economic analysis is an important component of identifying the City's advantages and disadvantages related to a broad spectrum of interconnected factors such as community demographics, employment, and real estate markets. In addition to an assessment of economic opportunities based on the best available existing data, the Economic Development Element goals and policies reflect community input, state legislative requirements, and City priorities.

The following background section provides information about the planning framework and highlights the analytical findings including details on Edgewood's socioeconomic profile, key industries, real estate trends, and other factors. The insights from this analysis build a factual basis for establishing economic development policies and goals.

BACKGROUND

PLANNING FRAMEWORK

After incorporation in 1996, the City of Edgewood's adopted its own Comprehensive Plan in 2001 and this plan has been regularly updated, with the most recent major periodic update in 2015 to fulfill the requirements of Washington State's Growth Management Act (GMA). The GMA is a series of state statutes first adopted in 1990 aimed at managing population growth, particularly in the state's fast-growing areas. In Pierce County, RCW 36.70A.040 requires all cities to "fully plan" for the elements of a Comprehensive Plan, including land use, housing, capital facilities, utilities, transportation, and climate change.¹

¹ The GMA includes other optional elements for economic development, parks and recreation, conservation, energy, sub areas, and ports. The City of Edgewood has chosen to include Parks and Recreation and Energy as elements in its current plan and is adding an Economic Development element as part of the current process.

Economic development is an optional component of Comprehensive Plans in Washington. While the City includes goals and policies related to economic growth in its current plan, the 2024 plan update includes Edgewood's first standalone economic development element.

As part of the Puget Sound region, Edgewood is also represented by the Puget Sound Regional Council (PSRC), which convenes local jurisdictions, governments, and public agencies within Pierce, Kitsap, Snohomish, and King Counties. In 2020, the PSRC adopted the VISION 2050 plan as a long-range growth management plan which prioritizes economic development as a key component of the region's 30-year vision that: *"Economic opportunities are open to everyone, the region competes globally, and has sustained a high quality of life. Industrial, maritime, and manufacturing opportunities are maintained."*

The Pierce County Regional Council (PCRC) is a group of elected leaders comprised of representatives from all jurisdictions as well as County staff which coordinates planning efforts that bring together multiple local governments (such as cities, tribes, ports, etc.). PSRC is responsible for coordination between jurisdictions, monitoring VISION 2050 within the County, and making a recommendation to Pierce County Council. In turn, Pierce County Council adopts Countywide Planning Policies (CPPs) per RCW 36.70A.210.² The CPPs include policies and goals for economic development and are intended to be consistent with local jurisdictions.

Pierce County completed its most recent Buildable Lands Report in 2021, which meets statewide standards to plan for future growth as part of the Buildable Lands Program (RCW 36.70A.215). This report analyzes the capacity within Pierce County jurisdictions to meet future community needs for jobs, including analysis specific to the City of Edgewood. The County's assessment relies on a combination of historic development trends, zoning, and the existing inventory of parcels in each jurisdiction to determine if they are aligned with growth targets for the 2020-2044 planning period. The results of the Pierce County Buildable Lands Report indicate the capacity for **4,047 new jobs** within Edgewood. Compared with the City's targets, these findings indicate that existing capacity in the City is adequate to meet projected needs for employment for 2044.³

² This state statute requires that "the legislative authority of a County that plans under RCW 36.70A.040 shall adopt a Countywide planning policy in cooperation with the cities located in whole or in part within the County"

³ Pierce County Planning and Public Works, 'Pierce County Buildable Lands Report,' November 2022, <https://www.piercecountywa.gov/923/Buildable-Lands>, 96-106.

Community Engagement

Community stakeholders were engaged and welcomed to provide their input. The City disseminated two surveys with findings relevant for the economic development priorities and needed updates, facilitated an open house event for community members, and met with the Economic Development Advisory Board (EDAB). Key findings include considerations related to economic development such as:

- **Commercial Development.** Community members expressed the need for Edgewood to advance commercial development in the City through actions like marketing to developers, parcel assembly, aid in developing narrow properties, and creating opportunities in the Town Center area. Seeking anchor tenants for commercial center developments and incentivize new commercial uses were also discussed during engagement, including tools like modifying licensing fees, exploring tax increment financing (TIF), reducing timelines and improving City processes for businesses.
- **Small Business Support.** Community members expressed the need for more support to small local businesses, including home-based businesses and startups. Needed services that respondents described included help with permitting and local fees, communication, marketing and advertising efforts, holding regular meetings for home-based businesses, maintaining and circulating a list of local small businesses, and providing other education and resources. Small businesses also noted the potential for an amnesty program for existing businesses that are unlicensed/unregistered. Residents and business owners expressed the desire to see more local restaurants and healthy food options in retail establishments, as well as a farmer's market or bazaar.
- **Public Realm Improvements and Placemaking.** Business owners responding to the survey cited the sense of community in Edgewood as a top reason for operating in the City. Throughout engagement, community members noted challenges like traffic, safety, and the need for pedestrian improvements as important needs for commercial and mixed-use areas to foster a sense of place. Aligning transportation goals in the Meridian Corridor with commercial development is important, including establishing safer pedestrian connections, accommodating cyclists, managing vehicular traffic, and developing the parallel road network.

- **Regional Coordination.** Leveraging state programs and relationships was a theme during engagement. Coordination can help build capacity within Edgewood to support businesses and access existing small business grants and programs to help more establishments located in Edgewood.
- **Equitable Economic Development.** Engagement emphasized the importance of ensuring equitable economic opportunities for persons of color, including small business owners and entrepreneurs. Residents discussed the importance of celebrating diversity in Edgewood.

CITY OF EDGEWOOD PROFILE

The City of Edgewood is a highly desirable location with a high quality of life, offering a balance of residential and commercial areas. While Edgewood is surrounded by other jurisdictions with limited opportunities to physically expand, the Town Center area offers the opportunity to build up a denser and more vibrant mixed-use core for the City. As Edgewood grows, attracting more opportunities for local employment, small business growth, and commercial development in this area will help the City to realize its potential. The Town Center Sub-Area Plan currently underway envisions a central, mixed-use area that is livable, affordable, accessible, and sustainable as the heart of the City. Advancing economic development in Edgewood will be critically tied to realizing this vision for the Town Center area.

Summary of Findings

In addition to engaging the community, the project team analyzed the best available data to understand existing economic conditions and opportunities. The following Economic Profile relied on data primarily sourced from the United States Census Bureau's 5-year American Community Survey (ACS) estimates,⁴ CoStar, the Washington Office of Financial Management (OFM), the Puget Sound Regional Council (PSRC), and the City of Edgewood. The Washington State Office of Financial Management (OFM) provides official state and local population estimates and projections for use in the allocation of funds,

⁴ 5-year estimates use data collected over a longer period of time used to increased statistical reliability of the data by using a larger sample for geographies with populations under and small groups within a population. Since Edgewood's population is below the threshold of 65,000 residents, 1-year estimates are not available at the city level. This report generally uses the most current estimates at the time of writing; for ACS data this is 2018-2022, as well as comparison over time to 2008-2012 data.

growth management, and other planning functions. In the Puget Sound Region, the PSRC operates as a Metropolitan Planning Organization (MPO), which develops policies and coordinates decisions about managing growth as well as planning for transportation and economic development in King, Kitsap, Pierce and Snohomish counties and jurisdictions within them. A summary of key highlights is provided below.

Community Demographic Trends

Socioeconomic conditions can have important implications for a city's economic success. Key characteristics about age of residents, median income, educational attainment, poverty, and disparities by race and ethnicity provide useful context about Edgewood's households and recent trends. This information can also help to identify which communities in Edgewood are not benefiting from current efforts and inform the City's work to set policies which may help to address current gaps for equitable economic development.

In 2022, Edgewood had a median age of 40, with a large share of residents under 20 years and 50-64 years old compared to the County and the State. These groups typically represent students or workers in entry-level or part-time positions mid- to late-career workers respectively. Edgewood had the most notable gap in its share of residents aged 20 to 34 years, who often represent early-career workers and young professionals.

Edgewood also has a growing share of residents with bachelor's degrees and higher, as well as residents with some college or an associate's degree, and a shrinking share of residents with a high school degree or less. Educational attainment in the City is generally on par with Pierce County.

Median household income for all households in Edgewood was \$115,325 in 2022 but varied by race and ethnicity. The City's median income was higher than both Pierce County and Washington State in 2022 (and was also higher in 2012). However, the median household income for Native Hawaiian and Pacific Islander and Hispanic or Latino was lower than average in the City of Edgewood.⁵

The share of residents living below the poverty threshold determined by the US Census was 4% in Edgewood in 2022, compared to 9% in Pierce County and 10% in Washington

⁵ For Black, multiracial, or another race households, margin of error (MOE) was too high to determine these disparities.

(10%) in that period. The share of residents living below poverty in the City decreased slightly from 5% in 2012 to 4% 2022. This change likely reflects new growth in high-income households earning \$150,000 or more.

Economic Context

Several factors can indicate changes in economic conditions for cities, their residents, and their workforce. This section provides context about current conditions and recent trends in Edgewood related to employment, commuting, and wages as well as how these trends are expected to change in coming years.

In 2022, Edgewood was home to **1,867 jobs**, growing by 56% from 1,195 jobs in 2010. The City has seen fluctuations in employment growth, experiencing several years of declining employment, particularly in the wake of the 2008 recession and the onset of the COVID-19 pandemic in 2020.

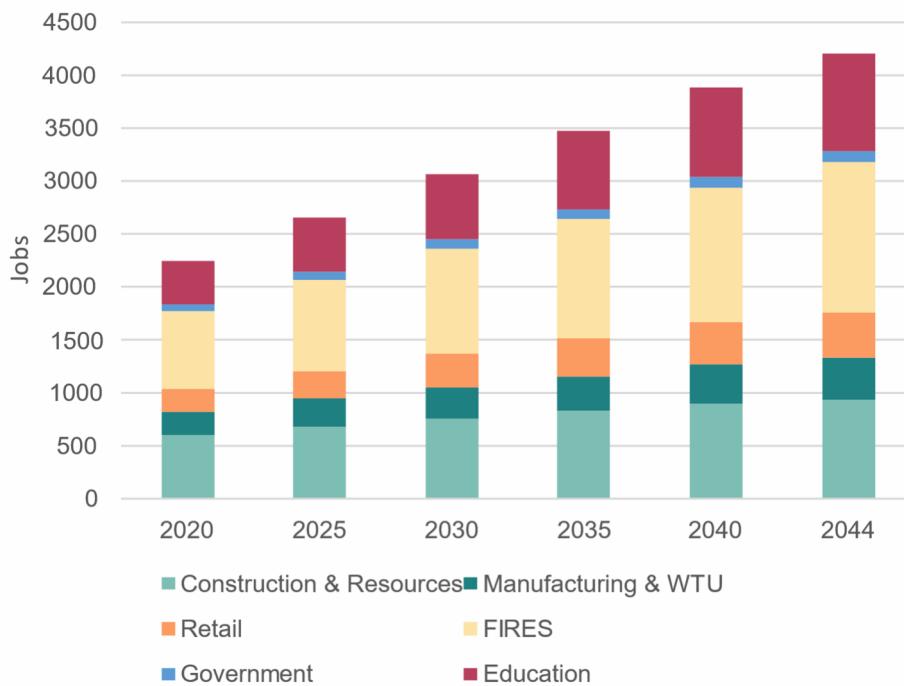
In Pierce County overall, military, healthcare, government, and education employers represent the largest number of employees as of 2020. Joint Base Lewis-McChord located southwest along I-5 represents the largest single employer, followed by countywide employers MultiCare Health System, the State of Washington, and CHI Franciscan Health.

In Edgewood, **service industries and construction** represented the greatest share of employment as of 2022. Service industries (such as healthcare and professional services) accounted for over a third of jobs in the City in 2022 while construction employment grew from 25% of employment in 2000 to 33% in 2022. Services industries, construction, and education are anticipated to continue growing through 2044 and remain the three largest employment sectors in Edgewood over this period (Figure ED-1.). In PSRC's projections for future growth, this is combined with Finance, Insurance, Real Estate into one category as 'FIRES,' which is anticipated to see the most growth over the next twenty years. These industries offer some opportunities for high-paying jobs in Pierce County (like Health Care and Social Assistance), but also a large share of jobs with below the County's average pay (like Accommodations and Food Service).⁶

⁶ Because employment data often includes confidentiality requirements to protect identifiable information about businesses and workers, many data points related to industry employment and wages are only publicly available at the County level.

Figure ED-1. Growth Projection by Sector Employment, 2020-2044

Source: PSRC LUV-it. Note: Acronyms used by the PSRC include WTU includes Wholesale, Transportation, and Utilities. Projection data from PSRC combines Finance, Insurance, Real Estate, and services into one category represented by FIRES below.



In Edgewood, employment is concentrated around the central thoroughfare of Meridian Avenue E (WA-161). The highest employment density areas are located near the intersection of Meridian Avenue E with 24th Street E and 8th Street E, which are home to a variety of retail, services, and government facilities.

More than double the number of residents leave for jobs outside of Edgewood than employees commuting into the City as of 2021 (Figure ED-1). The primary commuting destination for Edgewood residents was Seattle in 2021, followed by Tacoma. Only 1.7% of employed residents worked in the City.

The current employment to housing ratio in the City is 0.3, meaning that there is about one employee working in Edgewood for every three housing units. This high ratio indicates that Edgewood is a “bedroom” or commuter community, where there are fewer jobs than residents in the City. In Edgewood, this ratio has grown modestly since 2000,

DRAFT

with the number of persons per job increasing from 6.9 in 2000 to 7.2 in 2022. This indicates a need for more jobs if the City wants to achieve a balance between local jobs and housing, consistent with the Countywide Planning Policies. The adopted targets for housing and employment in the CPPs would indicate a 0.55 ratio of employment to housing by 2044.

Figure ED-1. Commute Patterns Concept Map, 2021

Source: LODES-LEHD

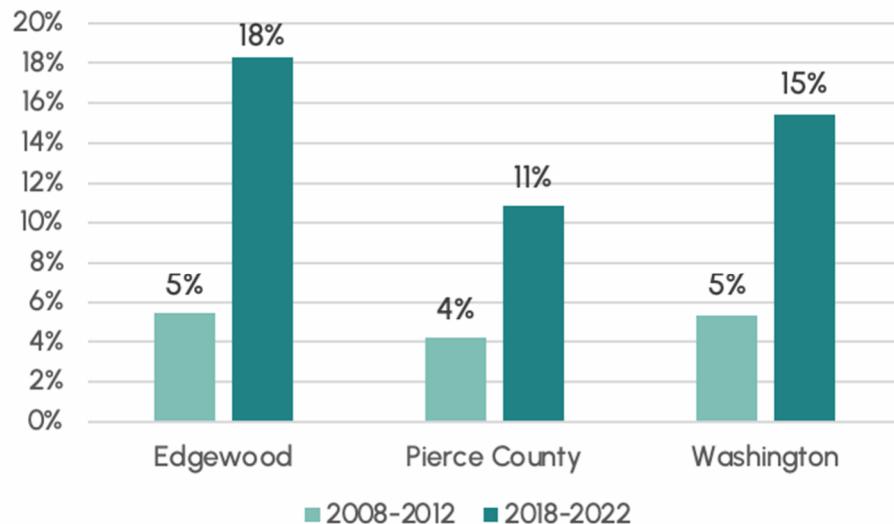
Note: This a conceptual map and arrows do not indicate direction of commute patterns specifically



Following new workplace trends in the wake of the COVID-19 pandemic, Edgewood has had an increasing share of remote workers, experiencing a rapid increase in the share of remote workers from only 5% in 2012 tripling to 18% of workers in 2022, above County and State trends. In Edgewood, remote workers have nearly identical earnings to the City overall.

Figure ED-2. Share of Remote Workers, 2012-2022

Source: ACS, 2008-2012, 2018-2022



Within the City of Edgewood, the number of employees is anticipated to grow from 2,244 employees (in 2020) to 4,206 employees by 2044 (according to Pierce County's adopted targets). This represents an 87% increase (or 1,962 new employees) over the next 20-year period, increasing by an annual growth rate of 2.7% (or about 98 new employees). The City is anticipated to grow at a faster rate than many surrounding cities (with the exception of Sumner) and the County overall.

Table ED-1. Employment Growth Targets, 2020-2044

Source: Pierce County Employment Growth Targets, Exhibit [A to Ordinance No.](#) 2022-46

JURISDICTION	2020 EST. EMPLOYMENT	2044 PROJECTION	CHANGE (#)	CHANGE (%)	AAGR
City of Edgewood	2,244	4,206	1,962	87%	2.7%
Pierce County	346,255	487,634	141,379	41%	1.4%

Real Estate Market Trends

Understanding Edgewood's commercial real estate market opportunities can indicate what industries might locate and grow in the City, based on historic and current demand patterns across different real estate types. Local commercial real estate conditions, market drivers, and trends will influence the market appeal and viability of commercial

uses in the Edgewood Market Area.⁷

Compared to Pierce County, office rents have been lower in the Edgewood Market Area (including Edgewood along with the cities of Milton, Fife, and Sumner) since 2013. The Edgewood Market Area's office space had only a 3.3% vacancy rate in 2023, compared to 8.9% in the County. The combination of lower rents and vacancies indicates that the Edgewood Market Area is meeting demand in the area for lower cost office space, despite limited new construction since 2013.

Retail rents and vacancies in the Edgewood Market Area roughly followed County trends over the last decade. Rising rents combined with low vacancy rates indicate rising demand for retail space both in the Edgewood Market Area and the County. Retail leakage data indicates that there is a gap in meeting demand locally for all major retail types analyzed, with the greatest gap for general merchandise.

Industrial rents have more than doubled for both the Edgewood Market Area and Pierce County since 2013. In 2023, the Edgewood Market Area had a 7.6% vacancy rate for industrial space. Coupled with rising rents, these trends indicate rising demand for industrial uses particularly in the Edgewood Market Area. Since 2013, the Edgewood Market Area accounted for about a third of new industrial space in the County.

SWOT Analysis

SWOT analysis refers to an assessment of Strengths, Weaknesses, Opportunities, and Threats (SWOT). These represent internal and external factors that can have positive or negative impacts on economic outcomes in Edgewood.

⁷ Because the inventory of office, retail, and industrial commercial types is limited in Edgewood, this analysis aggregates these commercial types in Edgewood with the surrounding cities of Fife, Milton, and Sumner as the 'Edgewood Market Area' as well as a comparison of trends in Pierce County.

DRAFT

Table ED-2 below outlines key findings for these factors when considering potential economic growth and development in the City.

Table ED-2. SWOT Summary Analysis

	POSITIVE	NEGATIVE
INTERNAL	<p>Strengths:</p> <ul style="list-style-type: none"> • Prime location nearby the growing cities of Tacoma, Puyallup, and Federal Way, and the smaller cities of Milton, Fife, and Sumner and short distance from the Port of Tacoma with railroad and cargo shipping infrastructure. Located in an interconnected region with regional economic opportunities. • Skilled workforce, high income levels, and growth anticipated in both its population. • Plans for a Town Center subarea plan. • Potential for small-scale investments in the Town Center and more restaurants and food stores. • Great support for a farmer's market, food truck park, restaurants, and public plaza/pocket park in the Town Center. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Challenging environmental constraints for commercial development. • Business owners are challenged by the permitting/fees, safety concerns, and traffic issues. • Limited sewer infrastructure near urban development. • Need for greater local capacity building in Edgewood and with surrounding jurisdictions.
EXTERNAL	<p>Opportunities:</p> <ul style="list-style-type: none"> • Attract highly skilled workers with locational flexibility. • Identify target retail for managing land capacity and expected growth. • Make improvements to pedestrian walkways. • Develop small business services. • Possibility to leverage state programs to support businesses. • Greater coordination on economic development initiatives with surrounding jurisdictions and the Puyallup Tribe. • Explore Tax Increment Financing (TIF), modifying license fees/permit process timelines. • Support commercial development with support for parcel assembly, aid in developing narrow properties, and create opportunities in the Town Center. 	<p>Threats:</p> <ul style="list-style-type: none"> • Growing disparities between remote and non-remote workers. • Rising housing costs proportionate to income levels. Lack of affordable housing options for a range of income levels. • Small market surrounded by competing jurisdictions.

GOALS AND POLICIES

Using the existing Comprehensive Plan as a guide for understanding Edgewood's goals for economic development, this section includes proposed goals and policies to include in the 2024 update. The Economic Development Element includes goals and policies previously located in other chapters of the plan (either with modifications or without them), as well as new policies developed through community engagement and analysis of economic trends in Edgewood and the region.

Goal ED.1: Establish the Town Center area as the commercial, mixed-use heart of Edgewood.

- ED.1a: Support the continued development of the Town Center to better serve the community, create opportunities for employment, and ~~to~~ attract regional visitors.
- ED.1b: Consider leveraging City-owned property next to City Hall and others along Meridian Ave E to catalyze the development of the Town Center and to attract more people to the Town Center. Consider other opportunities to support development through acquisition and parcel assembly.
- ED.1c: Explore partnerships with developers to support development of unique, community-serving projects that acknowledge changing trends in employment such as co-working spaces or a community center.
- ED.1d: Promote a mix of community-desired uses in Town Center, including residential units at a range of price points, retail, offices, and community gathering places.
- ED.1e: Encourage ground floor commercial or public uses in development and explore options to support feasibility.
- ED.1f: Improve multimodal transportation options in the Meridian Corridor to improve safety, provide more opportunities for active transportation (especially walking and bicycling), and convenience, reduced vehicle miles traveled (VMT) and ~~increase local spending by residents by attracting health services, food services, personal services, retailers, other specialty shop businesses to meet local needs and preferences.~~

- ED.1g: Support recommendations in the Town Center Sub-Area Plan which covers housing, public services, and various other recommendations.
- ED.1h: Encourage the designation and development of a -City “gateway” at strategic points in Edgewood as well as placemaking and wayfinding efforts within the Town Center to develop a distinct identity and attract visitors.~~at strategic points in Edgewood within the Town Center.~~
- ED.1i: Enhance the Meridian Corridor to include pedestrian amenities, landscaping, cohesive frontage improvements and other design considerations to support a vibrant mixed-use corridor.

Goal ED.2: Promote commercial uses that offer quality, unique services for residents and visitors and that distinguish Edgewood from surrounding commercial centers.

- ED.2a: Ensure City land use policies and regulations enable and support commercial development that captures the spending power of residents, regional commuters, visitors, and of those seeking alternative retail experiences.~~s~~
- ED.2b: Encourage diversification of the City's commercial offerings~~industries and retail options.~~
- ED.2c: Support the long-term economic vitality of commercial development by removing barriers for development through improving application and permit processes, providing applicant support for commercial developers, and reviewing requirements for change of use.
- ED.2d: Establish standards to ensure long-term compatibility of commercial development with surrounding areas while providing clear and objective design requirements for commercial uses.
- ED.2e: Promote easy access to commercial corridors and centers for pedestrians, bicyclists and transit users. Establish safe, -grade-separated pedestrian connections on the Meridian Corridor when feasible.

DRAFT

- ED.2f: Encourage ground floor commercial uses in mixed-use development and consider new incentives for developers.
- ED.2g: Allow small scale home occupations in residential areas.
- ED.2g: Expand needed infrastructure like extending sidewalks in commercial areas and explore additional options for beautification and public realm enhancements to attract visitors to the Town Center area.

Goal ED.3: Provide support for small businesses, home-based businesses, and entrepreneurs in Edgewood.

- ED.3a: Provide support for existing small businesses, home-base businesses, and entrepreneurs with initiatives like such as holding facilitating regular meetings for home-based businesses, maintaining and circulating a list of local small businesses, and providing education and resources.
- ED.3b: Encourage home-based businesses that do not impact the residential character of the neighborhood. Limit signs, parking and truck deliveries, and other potential adverse impacts and consider an amnesty program for existing unlicensed or unregistered home-based businesses.
- ED.3c: Use flexible regulatory standards that enable local businesses to expand, grow, or redevelop at existing locations.

ED.3d: Support local, small business start-ups through the development of incubator spaces or, coworking spaces, accelerator programs, and other incentives such as access to state grants or other funding sources.

Goal ED.4: Advance regional coordination for economic development efforts.

- ED.4a: Coordinate efforts for economic development and develop goals for economic growth with the Puyallup Tribe and other tribal governments in the

area. Explore potential partnerships for public realm improvements and public art in the Town Center or other commercial areas.

- ED.4b: Collaborate with the Fife Milton Edgewood Chamber of Commerce on business promotion, retention, and recruitment as well as building collaborative partnerships with other stakeholders.
- ED4c: Coordinate on workforce development initiatives within the County and Puget Sound region.

Goal ED.5: Enhance equitable access to economic opportunities. and

- ED5a: Ensure equitable economic opportunities for persons of color including small business owners and celebrate diversity in Edgewood. Seek partnerships with community organizations in the city and region to collaborate on initiatives to reduce economic disparities.
- ED.5b: Ensure that housing opportunities match job growth to provide options for people to both live and work in Edgewood.
- ED.5c: Prioritize regulations and programs that facilitate needed and desired outcomes for achieving an equitable and sustainable local economy.
Coordinate on workforce development initiatives within the County and Puget Sound region.
- ED.5d: Address and prevent potential physical, economic, and cultural displacement of existing businesses that may result from redevelopment and market pressure.

Economic Development Questions and Responses

July 1, 2024 EDAB Meeting

1. What economic opportunities should the city prioritize?
 - *Amnesty program for existing businesses that are unlicensed / unregistered*
 - *Leveraging existing small business (SB) grants and programs to help SB's locate here, such as ombudsman services*
 - *Prioritize commercial land uses over residential along the Meridian Corridor and/or another location to satisfy GMA while effectively reducing retail leakage, to include potential expansion of commercial areas, city investment in land acquisition, etc.*
 - *Develop a satellite open-air mall, commercial center development with an anchor tenant*
 - *Increase / expand requirements for commercial use along Meridian Corridor frontage to preserve developable land for the kinds of businesses the city anticipates in the future*
2. What types of investment should be prioritized for the Town Center?
 - Establish safe pedestrian connections crossing Meridian (grade separated, eliminate mode conflicts)
 - Enhancing pre-application process to ensure application success – minimize friction in the process
3. How should the city support existing and new businesses?
 - City-provided prescriptive external / urban design guidelines (financial incentives for existing businesses?)
 - Provide applicant support / assistance through the design and review process – city investment in the process – minimize friction in the process
4. What other opportunities should the City recognize?
 - Change of use requirements
 - Permit process optimization – minimize friction in the process
 - Parallel road network
 - Highlight Edgewood businesses in the Edgewood Magazine, focusing on different NAICS groups in different editions to avoid bias / discrimination
 - Coordination with multiple property owners
 - Accommodation for bicycles
 - Branding
 - Milton/Edgewood coordination and collaboration (FME Chamber)
 - Vehicular Traffic Management along Meridian
5. What values are important to recognize in the vision for economic development in the City of Edgewood?
 - Community thought – build and maintain a sense of community, gathering place, meet-ups, etc.
 - Create a sense of “us-ness”
 - Give people reasons to want to live, work, and play here
 - Create “third spaces” – somewhere OTHER than work and home
6. What types of strategies should the city prioritize to help make the Town Center the heart of Edgewood?
 - Meeting of land owners to collaborate and share vision
 - Also see answers to #2



CITY OF EDGEWOOD ECONOMIC DEVELOPMENT ADVISORY BOARD

2024 Work Plan

1. Town Center

- a. Provide input for the Town Center Subarea Plan to Planning Commission and City Council relating to planning for public spaces to help facilitate an Edgewood Marketplace through programs of events promoting and "Shop Local" initiatives and goals as they relate to Work Plan Item #5 below.

2. Collaborate with the Planning Commission

3. Comprehensive Plan Update - Economic Development Element

- a. Edgewood has experienced relatively rapid growth and extensive development since the adoption of its last Comprehensive Plan, impacting the City's businesses, residents and the City's service levels. This has brought forward the need to strategically approach economic development to create an environment which will help attract and retain desired businesses that will simultaneously create a sustainable tax base to maintain service levels to residents and businesses.
- b. Work with City staff, businesses, and the community to create an Economic Development Element for the City of Edgewood Comprehensive Plan.
- c. Develop a vision, goals, and policies for Economic Development in Edgewood to identify a strategic approach to fostering economic development in the community. Implementation measures outline specific actions that can be undertaken to make the community vision for economic development a reality.
- d. Use existing studies performed to analyze Economic Development in Edgewood and conduct updated or new studies as needed to provide background for the Economic Development Element.
- e. Conduct a business survey to understand what businesses the community wants and needs.
- f. Develop a SWOT Analysis to develop strategic plan use findings to attract more businesses to Edgewood.
- g. Conduct public outreach and provide public involvement opportunities for the public, business community, and stakeholders (ex. events, open houses and workshops).

4. Shop Local

- a. Effort connecting Edgewood businesses to the community and being involved in public events and activities.
- b. Create resources for the public to easily find local businesses (Example- Edgewood Business Map on City website for residents to find local businesses.)
- c. Local business 'spotlights' in the Edgewood Magazine.

5. Serve as Business Retention and Recruitment Ambassadors

- a. Visit existing businesses to understand what it is like doing business in Edgewood and bring forward findings to the Board and City staff. Encourage business owners to attend meetings and speak to their business activity, ideas, issues, or needs.
- b. Determine if they are looking to expand – if so, can you find another place for them in Edgewood?
- c. If they may be looking to leave – find out why and see what can be done to keep them in Edgewood.
- d. Business recruitment and economic development

6. Promote Diversity, Equity, and Inclusion in recommendations to City Council

7. Increase Public Engagement Efforts