



CITY OF BLACK DIAMOND
October 11, 2016 Special Joint Meeting Agenda
City Council and Planning Commission
25510 Lawson St., Black Diamond, Washington

6:10 P.M. – CALL TO ORDER, FLAG SALUTE, ROLL CALL

WORK SESSION -

1. City's Comprehensive Plan Update
 - a. Economic Development Element

ADJOURNMENT:

Economic Development Element

INTRODUCTON

The Economic Development Element establishes goals and policies that will support economic growth that enhances the City's character and quality of life, improves the City's tax base and creates local jobs. The incorporation of this policy framework into the City's Comprehensive Plan ensures that economic decision making is integrated into other aspects of growth and development within Black Diamond. This chapter is supported by the Economic Development Technical Appendix.

Economic Development

The purpose of economic development is to strengthen the economy by providing more revenue within the community, including tax revenue. A strong economy must be balanced and diverse to provide a variety of job opportunities suited to all skill levels in the work force. Existing businesses are the foundation of the Black Diamond economy and it is in the best interest of the community for existing business to thrive and expand. Attracting new business can help diversify the local economy and strengthen existing businesses. This goals and policies in this element strive to support the retention and growth of existing business while attracting new business. Accordingly, land use decisions, infrastructure investments, and the natural environment are closely tied to the City's economic strategies.

PLANNING FRAMEWORK

Growth Management Act (GMA)

The GMA requires local comprehensive plans to contain economic development elements. However, this required element is not being enforced until state funding is made available. Nevertheless, Black Diamond recognizes that good growth management planning should factor economic considerations. The GMA established the following statewide economic development goal:

“Encourage economic development throughout the state that is consistent with adopted comprehensive plans; promote economic opportunity for all residents of the state, especially for unemployed and disadvantaged persons; and encourage growth in areas experiencing insufficient economic growth all within the capacities of the state’s natural resources and local public services and facilities.”

Puget Sound Regional Council (PSRC)

PSRC establishes multi-county planning polices and forecasts through its VISION 2040 regional plan. VISION 2040 recognizes that small and locally owned businesses create jobs and make vital contributions to the sustainability of the regional economy.

PSRC's economic strategies emphasize enriching the region's businesses and employment market through job retention, growth and diversification and supporting small and locally owned business.

King County Countywide Planning Policies (CPPs)

The following CPPs are supported by the goals and policies in this Economic Development Element:

EC-5 Help businesses thrive through:

- Transparency, efficiency, and predictability of local regulations and policies;
- Communication and partnerships between businesses, government, schools, and research institutions;
and
- Government contracts with local businesses.

EC-7 Promote an economic climate that is supportive of business formation, expansion, and retention and emphasizes the importance of small businesses in creating jobs.

EC-8 Foster a broad range of public-private partnerships to implement economic development policies, programs and projects.

EC-17 Promote the natural environment as a key economic asset. Work cooperatively with local businesses to protect and restore the natural environment in a manner that is efficient and predictable and minimizes impacts on businesses.

Economic Development Strategies

Some of the things a City can do to shape how the local economic performs include, land use (zoning, development, design standards, and permit processing); public facility and infrastructure investments (utilities, transportation improvements, public safety, parks, and visitor amenities); and marketing cooperation and coordination with the Chamber of Commerce, county, and neighboring cities.

It is important to develop realistic strategies to achieve economic vitality. The City considered key negative and positive factors that may be impacting Black Diamond's economic health. These factors include the following perceived strengths, weaknesses, opportunities, and threats:

- Perception is important and the City should find ways to tap into its unique style and energy.
- Some of Black Diamond's strengths include:
 - SR 169/good highway access
 - A lot of undeveloped land
 - Nice setting
 - "Small town" quality of life that has a good feel, is cute, neat and old fashioned

- Amenities like the museum, boat launch, regional park, Lake Sawyer and festivals like Minor Days and Labor Days
- Some of Black Diamond's weaknesses include:
 - "Small town" may not be good based on perception
 - Few places to go and not much to do
 - No draw or amenities
 - Location works against us because there are fewer north/south travelers to go through the City
 - Lack of local schools, except elementary
- Opportunities to expand upon:
 - Affordability
 - Stores in historic core; baker, antique store, smoked meats, etc.
 - Scenic destination such as the Green River Gorge
 - Unique businesses with locally produced products such as PCCC
 - Views of the Mountain along SR 169
- Threats to work on:
 - Public perception that Black Diamond is backwards
 - Political instability, governance
 - Ongoing struggle for control of government
 - Too many uncertainties

Nurturing a healthy business climate in Black Diamond will be achieved by building on the City's economic development potential and overcoming constrains. The economic development strategies listed below will build positive momentum toward achieving the City's goals for a balanced and healthy economy.

- ✓ Have enough land and the right type of appropriately zoned land to support future commercial and manufacturing business.
- ✓ Streamline the permit processing system, provide for a more timely, fair and predictable permit process.
- ✓ Ensure that appropriate public services and facilities are in place to attract and support economic development
- ✓ Foster cooperation and coordination to ensure working together to develop and implement consistent strategies to promote economic health and diversity.

- ✓ Promote community retail trades by providing and maintaining public infrastructure and improvements in commercial districts throughout town.
- ✓ Support a variety of small companies doing different things such as small scale “clean” industries and cottage based businesses that are appropriate to the City’s resources and vision.
- ✓ Integrate and promote tourism and recreation into the economy.
- ✓ Improve and maintain signage, both directional and interpretive throughout the City.
- ✓ Invest in public improvements to help create an inviting environment such as clearly marked streets and good pathways between parking areas and businesses.
- ✓ Continue working with merchants to promote events to enliven businesses and tourism.
- ✓ Target infrastructure investment especially transportation, water and sewer in areas east/west of City to facilitate development.
- ✓ Work on business retention and expansion.
- ✓ Focus on Gateway overlay district and find ways to promote the scenic beauty, like pull out to stop and photograph mountain.
- ✓ Leverage highway, to capitalize on people traveling north/south (along SR 169).
- ✓ Leverage Old Town
- ✓ Strive for “non-branded corporate” image by encouraging franchise and chain stores to fit into the City’s historic image.
- ✓ Honor and value the City’s unique past and work to preserve it.

ECONOMIC DEVELOPMENT GOALS AND POLICIES

ED-G1. Develop and support a diversified economy to achieve a sound fiscal base and living wage jobs for the City's residents.

Policy 1.1 Ensure an adequate supply of land to support a range of employment uses and economic activities.

Policy 1.2 Work with other public and private interests to identify and promote sites which can be suitably developed for a variety of local employment opportunities.

Policy 1.3 Provide reasonable guidelines and standards for the siting of home-based businesses in residential neighborhoods without altering or impacting the residential character of the neighborhoods.

Policy 1.4 Enable and encourage low-impact light industrial uses such as artist's studios, commercial kitchens, and small-scale manufacturing to locate within the City's designated commercial areas.

Policy 1.5 Recognize tourism and recreation as contributing to the City's economic diversity.

Policy 1.6 Promote a healthy economy by supporting existing business and encouraging business expansion.

Policy 1.7 Determine a reasonable "target" population-to-jobs ratio and strive to achieve a balance between available employment opportunities and the local population base.

Policy 1.8 Encourage the use of master planned projects to co-locate new commercial spaces with new housing units.

ED-G2. Provide long-term committed leadership to implement economic development goals.

Policy 2.1 Allocate sufficient resources to process development projects efficiently and professionally.

Policy 2.2 Provide transparency, efficiency, and uniformity of city regulations, policies and procedures.

Policy 2.3 Enable the establishment of new businesses and expansion of existing businesses through fair, consistent, and timely permitting processes

Policy 2.4 Initiate cooperative and collaborative economic development efforts with other governments, private corporations and nonprofit entities to identify innovative development methods and increase economic vitality.

2.5 Invest in public infrastructure and aesthetic improvements to demonstrate the City's commitment to providing a high quality of life for its residents.

ED-G3. Stimulate economic development by leveraging local resources, amenities and assets.

Policy 3.1 Emphasize and enhance the role of the historic district as the heart of the community and make it the "place to be" for social and civic activities by creating pedestrian friendly spaces, encouraging pedestrian ???

Policy 3.2 Value and preserve the historic district to create a visible link to the City's unique past.

Policy 3.3 Prioritize bicycle and pedestrian facility improvements that connect the historic district with surrounding residential areas.

Policy 3.4 Recognize Black Diamond's unique cultural, historic, recreational and environmental assets as important marketing and image building tools.

Policy 3.5 Encourage the continuation and expansion of events, promotions, and holiday festivals and strive to market them as unique experiences to residents and visitors.

Policy 3.6 Recognize local arts and cultural programs as a contribution to the City's economic diversity by expanding and supporting cultural experiences and investments in tourism.

Policy 3.7 Identify and encourage the preservation of lands, sites and structures that have historical, cultural, scenic, and or archaeological importance.

Policy 3.8 Increase the amount of retail and service sales occurring within by promoting the City's locally-produced goods and unique services.

ED-G4. Prioritize infrastructure improvements to sites which provide the greatest development capacity for potential property development to create greatest possible returns in extending and providing service.

Policy 4.1 Focus investment in infrastructure and services that align with projected population, housing and job growth targets.

Policy 4.2 Prioritize infrastructure improvements within the SR 169 Corridor and historic district.

Policy 4.3 Encourage full utilization and development of designated commercial and industrial areas and take advantage of areas where significant infrastructure investments have already been made.

Policy 4.4 Foster partnerships with community leaders and business to explore equitable cost/benefit trade-offs between private and public sector interests for the costs involved in the provision of water, sewer, access roads, fire and police protection and the public benefit which may be realized by the creation of local jobs and increased tax revenue.

Policy 4.5 Coordinate with the Washington Department of Transportation (WSDOT) and adjacent cities to plan for access improvements, intersection improvements, and infrastructure maintenance in the SR 169 corridor.

Policy 4.6 Support local business development efforts and property investment projects and programs.

ED-G5. Balance economic development with environmental protection in a manner that enhances quality of life as BD grows.

Policy 5.1 Encourage the use of “green” materials and techniques and low impact development in all types of construction to increase the City’s “green job” employment sector.

Policy 5.2 Encourage citywide solid waste reduction and recycling methods and opportunities.

Policy 5.3 Develop and maintain regulations that allow for continued economic growth while respecting the environment and quality of life in Black Diamond.

Policy 5.4 Promote the efficient use of services and resources including conserving water and energy, reducing waste & work cooperatively with local business to help protect the natural environment.