

City of Burien

BURIEN PLANNING COMMISSION
January 27, 2016
7:00 p.m.
Multipurpose Room/Council Chambers
MINUTES

To hear the Planning Commission's full discussion of a specific topic or the complete meeting, the following resources are available:

- Watch the video-stream available on the City website, www.burienwa.gov
- Check out a DVD of the Council Meeting from the Burien Library
- Order a DVD of the meeting from the City Clerk, (206) 241-4647

CALL TO ORDER

Chair Curtis Olsen called the January 27, 2016, meeting of the Burien Planning Commission to order at 7:00 p.m.

ROLL CALL

Present: Jim Clingan, Butch Henderson, Joel Millar, Curtis Olsen, Amy Rosenfield and Douglas Weber

Absent: Brooks Stanfield

Administrative staff present: David Johanson, senior planner; Dan Trimble, Economic Development manager; and Chris Craig, Economic Development specialist

AGENDA CONFIRMATION

Direction/Action

Motion was made by Commissioner Rosenfield, seconded by Commissioner Henderson to approve the agenda for the January 27, 2016, meeting. Motion passed 6-0.

APPROVAL OF MINUTES

Direction/Action

Motion was made by Commissioner Rosenfield, seconded by Commissioner Henderson, and passed 6-0 to approve the minutes of the December 9, 2015, meeting.

PUBLIC COMMENT

None.

OLD BUSINESS

None.

NEW BUSINESS

A. Presentation and Discussion on Economic Development in Burien

Mr. Johanson introduced Dan Trimble, Economic Development manager for Burien, and Chris Craig, Economic Development specialist, to talk about the City's economic development activities. Mr. Trimble started by reviewing the five economic development priorities identified by the City Council. They are:

1. **Developing a brand for Burien.** He explained that a brand is a collection of what individuals think of a City through the impressions that people develop over time or exposure. Burien, he noted, already has a brand, whether intentional or not. The idea of branding, he explained, is to take better control of and improve your brand through intentional actions. The City is contracting with JayRay, a firm in Tacoma, which is already working on Phase 1, research and community feedback. Mr. Trimble said so far there have been stakeholder phone interviews, focus groups for residents and businesses, and online surveys, which drew about 50 businesses and 400 residents, which he termed a “robust” response. He said the consultant also has conducted a brand audit, looking at the City’s existing communication tools, and is looking at ways to engage youth in this first phase.

In the creation of a brand identity, Mr. Trimble said, they would look at what Burien is and isn’t, and who are Burien’s competitors, and then determine what messaging resonates and what would be effective in a description of what Burien is. He noted the messaging should be based in reality but also should be slightly aspirational to tell people where Burien is going. Then the graphics are designed, and key marketing strategies are identified and implemented. Mr. Trimble said he anticipates the branding work to be completed by July this year, and would be followed by a very active marketing program.

2. **Parking and mobility.** Mr. Trimble said the parking study will be updated while taking into consideration increasing and improving mobility options in the downtown. He said it would look at creating an environment where people could come to the downtown, park in one place, and move around several shopping and dining areas in the downtown. He said the City has contracted with Fehr and Peers to do the work. Mr. Trimble noted that there already has been some community engagement work done. He introduced Chris Craig, the City’s economic development specialist, as the City’s lead on this project. Mr. Craig announced a “storefront studio” on Feb. 24-25 at the Discover Burien offices, which will be an opportunity for stakeholders, residents, businesses, and anyone else with an interest in how downtown mobility works to provide feedback on parking policies and pedestrian or bicycling concerns, or what kind of improved access they’d like to see. The hours are 10 a.m.-6 p.m. on Feb. 24th and 8:30 a.m.-4 p.m. on Feb. 25th. Participants also will learn about alternatives and ideas that have worked elsewhere and how they might work in Burien. He noted there will be a culminating event/workshop where the consultants will present the information they’ve received during those two days and provide feedback on the various alternatives. He said he anticipates that some of the draft policies or recommendations that may come out of that will be presented to the Planning Commission for feedback.
3. **Hotel/conference center.** Mr. Trimble noted that although Burien is closer to the airport than Tukwila and at equal distance to the airport as the east side of the city of SeaTac, they have many, many hotel rooms and Burien has none. He said that tremendous growth is coming to Sea-Tac Airport and he sees that as an excellent opportunity for Burien to try to get into the hospitality market. The City is working with PKF, a firm that does a lot of market data research in the hotel industry, to do a baseline analysis (not site specific) to study the downtown area and some First Avenue corridor opportunities for hotels to come in. The results of the study will be used to work with property owners and prospective developers to begin identifying specific sites where these opportunities could happen. There also is a need for hotel rooms that is generated by guests of Burien residents, medical facilities and other businesses located in Burien. He said hotels tend to cluster – where one goes, others will follow – so Burien needs to find the one willing to be the first to locate in Burien and prove the market to 3-5 others. Ideally, he added, a hotel development can be combined with a mid-range corporate event center or small community theater space.
4. **Business impediments.** Mr. Trimble said this is process improvement. He said the City is good in some areas, working with big businesses, small businesses and permitting, but what can the City do better. He said there are challenges created by outside entities, such as the Supreme Court case on signage, which may mean the City has to start over in writing code. There are things the City is

trying to move forward, he noted, things the City is trying to correct, and things that are going to be an ongoing resource battle. He said the Burien Business and Economic Development Partnership (BEDP) has been identifying various areas of concern, from landlords who aren't reinvesting in their buildings, to regulatory issues, to vacant storefronts. He said it's a very wide-ranging topic but the BEDP did a good job of narrowing it down to the higher priorities to forward to the City Council.

5. **Business retention and recruitment.** Mr. Trimble said the City Council identified this as a high priority, wanting someone who could go knock on doors and talk to business people. He said he and Mr. Craig have been developing a BRE (Business Retention Expansion) program to make a deliberate effort to visit a certain number of businesses per week citywide to collect business intelligence. Also, any time a business or prospective business person comes to the City Hall front counter for any reason, at the conclusion of their transaction Mr. Trimble or Mr. Craig is called up to chat with the person about what their needs are and open an opportunity for follow up. He said the City also has engaged with Discover Burien to do one business survey and one customer survey annually.

Mr. Trimble pointed out that the business community agreed to support an increase in the B & O tax rate on the condition that the funds be dedicated to economic development efforts; that was key to funding the branding and marketing efforts, and is very much appreciated. In return, the City Council raised the minimum threshold that people would have to pay the tax from \$100,000 to \$200,000, exempting 800 small businesses from paying the tax.

Commissioner Henderson asked to which cities Burien is comparable. Mr. Trimble replied that they will be identified as part of the branding effort.

Chair Olsen said he is concerned that the studies are based on incumbent information rather than a projected future. He suggested contacting business people outside of Burien and asking why they didn't choose to locate their businesses in Burien. Mr. Trimble replied that some of the foundational research includes external interviews. He also noted that the City's vision should be relevant to where we are but also be a bit aspirational, to inspire and get people to think about what is possible. He explained that the marketing efforts will be tailored to specific targets.

Commissioner Clingan asked if it is still possible that the car dealerships will move to the Northeast Redevelopment Area (NERA) and hotels take their places on First Avenue South. Mr. Trimble said the major dealerships all have heavily reinvested in their current sites, so they likely will not be moving. He noted there are many redevelopment opportunities on both sides of First Avenue, so he can see that eventually hotels would locate there.

Commissioner Millar asked the intent of the brand that is being created. Mr. Trimble said it would be incorporated into a full package of marketing tools. He said there will be a strategy for using the graphics and other elements to reinforce the message the City wishes to convey.

Commissioner Millar then asked if large regional employers such as Microsoft and Starbucks have been contacted. Mr. Trimble replied that as part of the research some employers, as well as corporate real estate people, have been contacted to determine their current impressions of Burien.

Commissioner Millar asked if any other airport-related opportunities have been identified. Mr. Trimble said the airport, as part of its Sustainable Airport Master Planning, has been reaching out to Burien, SeaTac, Tukwila, Normandy Park, Des Moines and other King County communities to make them aware that many airport services businesses are needing to expand to locations beyond the confines of the airport's property.

Chair Olsen asked if anyone has gone to a large hotel group and asked them why they are not locating in Burien. Mr. Trimble responded that the research hasn't gone to that extent, but four years ago he talked with hotel brokers and firms that fund hotel market expansions and was told Burien is an unproven market and there is always a reluctance to be the first one into a new market. Things have since changed in Burien,

with the Town Square condos fully occupied and new buildings being constructed, and now, he said, is the time to market what Burien has to offer.

Chair Olsen asked if any school, such as the University of Washington or Pratt Institute, has been contacted. Mr. Trimble replied that there has been interest in the past, and that the Burien Business and Economic Development Partnership (BEDP) has been interested in technical or professional training programs locating in Burien.

Mr. Trimble said the City should receive the finished mobility work in June and the branding work in July. The City also is working on a major upgrade of its website, and the biennial Community Assessment Survey will be happening this year.

Mr. Trimble then updated the commissioners on the construction of the two new buildings in Town Square and on the future eastbound SR-518 off ramp and current negotiations for a potential development in the Northeast Redevelopment Area. He praised the teamwork of City staff in Community Development, Public Works and Finance and said he couldn't do what he's doing for the City without their hard work.

Finally, Mr. Trimble called attention to the 48,000 sq. ft. CHI Franciscan Medical Pavilion now under construction at Five Corners, with urgent care, primary care, women's health services and more provided in an integrated fashion. He said it's a \$27 million investment in Burien.

Commissioner Millar asked if there is anything the commissioners can do to assist. Mr. Trimble encouraged them to participate in the public forums, starting with the two-day mobility forum coming up in February. He said he anticipated the draft recommendations will be presented to the BEDP and commission for feedback. He also suggested attending City Council meetings to offer support and spread the word that this is part of a well-thought-out plan to stimulate economic development and increase the City's tax base, which will result in more funds available for infrastructure improvements throughout the city.

In response to a question from Commissioner Millar, Mr. Trimble encouraged the commissioners to follow the City's projects on Facebook and Twitter and to send staff an e-mail if they wish to be added to e-mail update lists for the various components.

PLANNING COMMISSION COMMUNICATIONS

None.

DIRECTOR'S REPORT

Mr. Johanson reminded the commissioners that the application deadline for the open Planning Commission positions is February 12th.

ADJOURNMENT

Direction/Action

Commissioner Henderson moved for adjournment; Commissioner Millar seconded. Motion carried unanimously. The meeting adjourned at 8:42 p.m.

APPROVED: March 9, 2016

/s/ Curtis Olsen, chair
Planning Commission