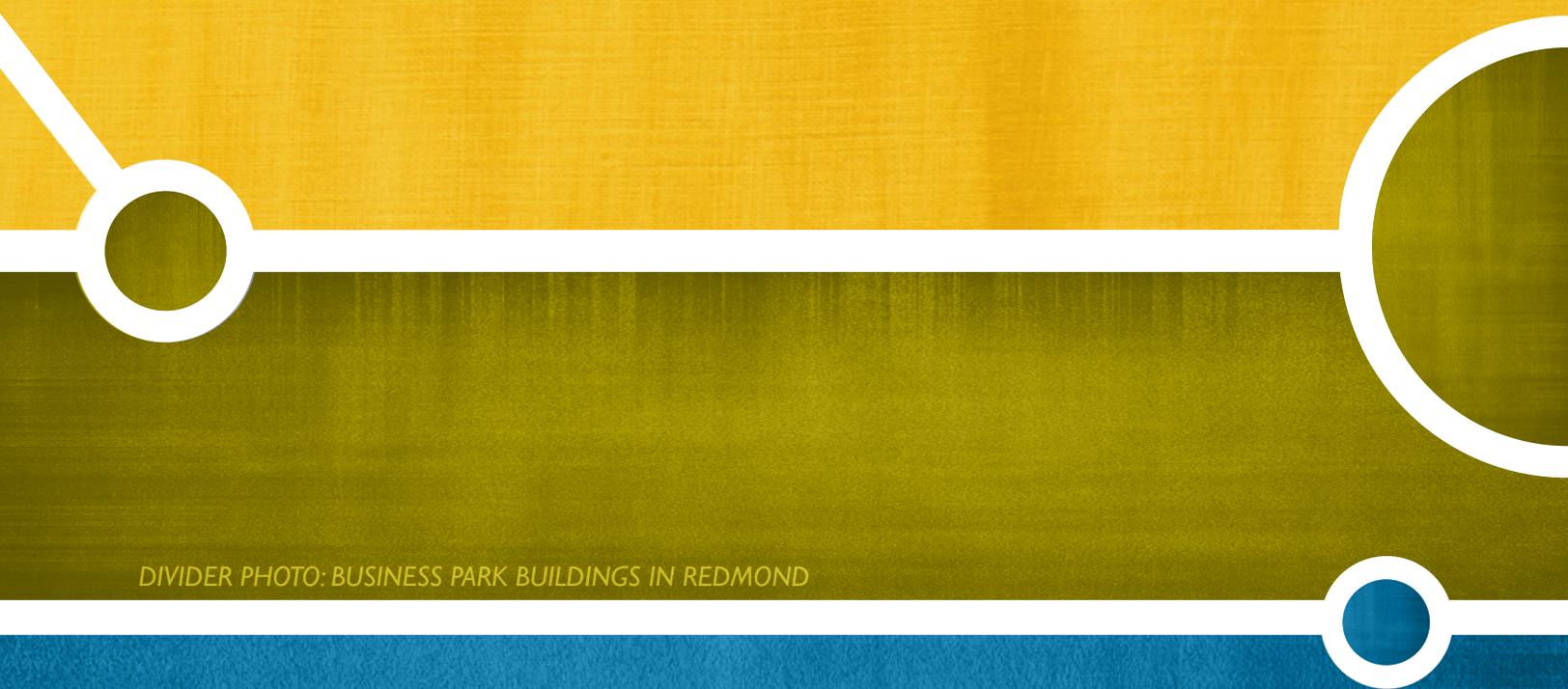




Economic Vitality





DIVIDER PHOTO: BUSINESS PARK BUILDINGS IN REDMOND

How fine to have
enough,
and some to spare
for today's ripe harvest
toward tomorrow

Future Vision for Redmond: Economic Vitality

Redmond has acted to maintain a strong economy and a diverse job base.

The city is the home to many small, medium-size and locally owned businesses and services, as well as nationally and internationally recognized corporations. Redmond is widely recognized as inviting for advanced technology, and businesses are proud to be partners in the community. The city provides a positive business climate that supports innovation and attracts sustainable development, while retaining existing businesses. Likewise, successful companies return benefits directly and indirectly to the community. A prime example of this is the support that residents and the business community have given to the school system to create a high-quality educational system that serves the needs of people of all ages.

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Introduction

Economic vitality is essential to the success of a community such as Redmond, which strives to provide a range of employment, retail, service and recreational opportunities for its residents. Further, economic vitality is important to Redmond as it will provide for a successful, sustainable community and help achieve the overall goals of the Land Use Plan.

In 1993 the employment within the city was 39,000, and by 2000 employment had nearly doubled to 72,000. In 2010 Redmond had approximately 77,000 jobs. This significant growth in jobs places Redmond as the fifth largest employment center within the four-county central Puget Sound region. While much of this growth has been in software and business services, there has also been significant growth in communications and retailing. Redmond has shown a net job increase almost every year since 1993.

In addition to its central geographic location in King County, the city has many demographic characteristics that support its continued economic vitality. For example, 68 percent of Redmond's 2010 population is between the ages of 20 and 64, which are considered prime earning years by economists; this proportion is significantly above the national and regional percentages. Another significant factor is educational attainment. Within Redmond, 61 percent of women and 71 percent of the men over the age of 25 have attained either an associate college degree or higher, or a professional certificate.

Since 2000 Redmond's share of regional employment has continued to increase. More employment growth is anticipated, especially in primary industries providing family-wage jobs. The City plans to accommodate up to 119,000 jobs by the year 2030, which is consistent with the region's 20-year employment target for the period 2010 to 2030 for Redmond. Throughout cycles of vigorous growth or economic downturn, the policies of this element will help direct the actions of the City in the future in support of continued economic vitality.

Economic vitality cannot be successfully achieved by the City of Redmond acting alone. More than most elements within the Comprehensive Plan, the successful implementation of the Economic Vitality policies relies upon the City engaging in a variety of partnerships. In many cases Redmond may be the catalyst for the partnership to be formed, and the role of the City from that point may diminish. In other cases, the City may have a permanent leadership role. In each case, the following policies will guide Redmond in selecting the appropriate partnerships, as well as the role for the City within each of those partnerships, to achieve a successful and sustainable economy.

Sustainable in the case of economic vitality has a twofold meaning. Within the context of land use planning, it supports the concept that the City will encourage employment activities that can be perpetuated in the future without diminishing irreplaceable resources and doing permanent harm to the environment. Further, consistent with regional planning goals, the City's vision encourages development within existing urban areas to promote the efficient use of land. By emphasizing renewable resources or reduced consumption of irreplaceable resources, both the economy and environment of our community will be protected and sustained.

Sustainability in the broader context also recognizes the convergence of economic, environmental and social needs, so that while the community is continually changing, the community seeks to maintain and improve its economic, environmental and social characteristics, so that members of the community can continue to lead healthy, productive and enjoyable lives. This does not imply that everything continues to increase in size and intensity; in fact, the City

must take the lead in ensuring that economic growth is balanced with other community values of environmental quality and social equity. However, it does imply that things continue to get better for the community. Implicit in such a concept is the development of a measurement system where a baseline for sustainability is established, as well as future goals. Through the annual Community Indicators Report and performance measures for Budgeting by Priorities, the City tracks achievement of a variety of economic, environmental and other community goals. New actions or initiatives will be continually evaluated to identify whether new initiatives support the adopted goals.

To be successful in the future, the City of Redmond must continually monitor local, national and international trends that may affect Redmond. Analysis of these trends may indicate actions the City should pursue to take advantage of these trends.

In addition to an active monitoring of future trends and activities on a local, regional and national scale, it is important for Redmond as a whole to maintain and implement an economic development strategy that identifies how to retain successful businesses and how to evaluate and pursue future opportunities. Embedded in such a strategy are the roles and responsibilities of the various community members and organizations. Economic vitality is not solely or predominantly the role of City government but a series of interwoven partnerships that function to create and perpetuate the sustainable economic development that is preferred.

Redmond's Strategic Plan for Economic Development was prepared by the City with participation by representatives from business, education and other community members. As an outcome of the Plan, a public/private partnership between the City and the community was created which will provide an effective way to implement an economic development program.

Even though much of the work to enhance economic vitality will be done in partnerships, the City has a number of specific economic vitality roles and responsibilities. Overall, the City should continually strive for positive leadership as a provider of municipal services and periodically review regulations

and processes for improvement opportunities. In addition, the City may further support economic vitality by:

- Providing a supportive land use plan and development regulations;
- Encouraging the continued provision and enhancement of the public and private education systems for all ages;
- Providing necessary infrastructure to meet the needs of the Land Use Plan;
- Ensuring the adequacy of the infrastructure, whether provided by other agencies, private utilities or developers, to meet the needs of the Land Use Plan;
- Providing or coordinating the provision of a transportation system that successfully moves people, goods and information;
- Providing coordination or seeking investments in infrastructure and other public enterprises;
- Acting as a catalyst, partner, convener or coordinator for the development and provision of programs consistent with the economic vitality strategy; and
- Encouraging the development of sustainable economic vitality strategies and investment by others in the community; acting as a catalyst for the development of other programs in support of economic vitality.

Listed below by category are the policies that direct these roles and responsibilities that have been adopted to recognize and promote Redmond as a major economic center within the central Puget Sound region and to identify ways to maintain and enhance Redmond's economy.

A. Land Use Plan and Regulations

- EV-1 Provide a positive, accessible and “user-friendly” atmosphere to those seeking municipal services.**
- EV-2 Foster a culture throughout the City organization that continuously improves the quality, predictability, timeliness and cost of the development process.**
- EV-3 Provide a mix of uses in a range of zones that allow for the daily needs of residents to be met within Redmond and support the expansion of existing Redmond businesses and the attraction of regional, national and international businesses.**
- EV-4 Preserve and expand the current economic base and employment levels; use wisely the finite supply of urban land and the existing infrastructure in Redmond by supporting economic development to occur within existing retail, office, manufacturing and mixed-use areas.**
- EV-5 Recognize that a healthy natural environment is a significant community amenity that attracts people and investments and contributes to Redmond’s economic vitality and sustainability.**
- EV-6 Support sustainable economic vitality by encouraging the private, public and non-profit sectors to incorporate environmental responsibility into their practices.**
- EV-7 Support the retention and attraction of land uses using the following siting criteria:**
- Focus major employment and a variety of businesses, including retail, office, services and entertainment uses that are compatible with a mixed-use urban environment, in the Downtown and Overlake Urban Centers and the Marymoor Local Center;
 - Focus additional employment in the Willows/Rose Hill and SE Redmond Neighborhoods;
 - Maintain properties currently developed with manufacturing uses for manufacturing and other uses permitted



FedEx delivery to a local business



Microsoft building



DigiPen Institute of Technology

within the zone, recognizing that the types of manufacturing uses and needs change over time; and

- Concentrate businesses where uses are complementary and can make efficient use of the existing infrastructure.

EV-8 Encourage businesses to expand or locate in Redmond that:

- Are already in the City of Redmond and are consistent with the Comprehensive Plan;
- Support existing businesses and industries;
- Fill existing or future gaps in the goods or services available within the city and provide jobs to local residents;
- Provide family or high-level wages;
- Are in primary industries that may create additional secondary and tertiary jobs and other benefits to the local economy; and
- Minimize negative impacts to the community.

EV-9 Encourage and recognize incubator space in Redmond for existing and future small businesses.

EV-10 Allow, as permitted accessory uses, support uses, such as child care, workout facilities, or restaurants in office and other commercial buildings.

EV-11 Provide the land use capacity and development regulations that support the accommodation of a variety of housing styles, densities, sizes and prices so those employed within Redmond may have the opportunity to live in Redmond, as well as to increase the attractiveness of Redmond to those recruited to work in the city.

EV-12 Evaluate development regulations periodically to:

- Ensure that uses not previously contemplated and that are consistent with the intent of the Comprehensive Plan can locate within the city; and
- Review development standards, timelines and fees to promote predictability and consistency.

EV-13 Encourage opportunities for home-based businesses that are compatible with residential neighborhoods. Limit signs, parking and truck deliveries; manage other potential adverse impacts in order to minimize the negative impacts and maintain the appearance of residential neighborhoods.**B. Education****EV-14 Support and collaborate with educational institutions, such as the Lake Washington School District, local community colleges, Bellevue College, the University of Washington and Lake Washington Institute of Technology, and other public and private institutions to:**

- Maintain and enhance the quality of education at all grade levels;
- Encourage the location of higher education institutions within Redmond;
- Encourage the development of programs that meet the changing needs of employers and employees, as well as those seeking employment;
- Encourage educational institutions, government and businesses to provide opportunities for youth to see and experience a wide variety of employment and business opportunities; and,
- Encourage educational opportunities

in entrepreneurship, innovation and mentoring.

C. Infrastructure and Financing**EV-15 Identify, construct and maintain infrastructure and utility systems and facilities that support economic vitality.****EV-16 Use innovative finance methods and seek regional investments in Redmond's infrastructure to support the city's continued economic vitality.****EV-17 Utilize tax and fee systems that are fair, equitable, and stable and that provide sufficiently predictable funds to provide for local services to protect and enhance the community.****EV-18 Support the economic vitality of the city by encouraging investments in the arts and cultural activities and through the use of superior urban design.****D. Actions to be Taken**

While the policies above guide and describe the City's overall support of economic vitality within Redmond, the policies below identify specific actions that the City will undertake. By taking these actions or by incorporating their direction in ongoing processes, the City demonstrates the importance of sustainable economic vitality in Redmond to the community and the region. The Strategic Plan for Economic Development provides an implementation strategy which incorporates a number of key actions.

EV-19 Participate in partnerships with other agencies, businesses, nonprofits and other organizations that further the City's economic vitality goals.

EV-20 Implement, in conjunction with business, education and other community partners, the Strategic Plan for Economic Development to:

- Recognize that a successful community requires a strong local and regional economy;
- Identify actions to take to develop a sustainable local economy;
- Identify strategies to retain existing businesses and help them succeed;
- Increase the awareness of Redmond as a desirable business location by including a city marketing plan which focuses on the assets of the city, the types of businesses to market to, and the marketing strategies to utilize;
- Preserve existing and recruit new jobs within the Target Industry Clusters as identified in the Strategic Plan, which include:
 - » Software and Information Technology,
 - » Retail and Tourism,
 - » Avionics and Homeland Defense,
 - » Renewable Energy/Clean Technology, and
 - » Emerging Industries and Entrepreneurs.
- Identify methods to attract additional knowledge-based businesses and the skilled employees to serve those businesses;
- Identify, preserve, promote and enhance educational, environmental, cultural and social qualities within Redmond that will be attractive to the future workforce; and
- Identify regional and national economic development programs and the means to access their resources for the city.

EV-21 Initiate or participate in the following activities in support of economic vitality:

- Monitor future trends and economic conditions;
- Prepare information for businesses on available public sector financing;
- Support federal and state funding of cost-effective business financing programs;
- Support greater accessibility for use of advanced and affordable communications technology; and
- Consider and use, where appropriate, community redevelopment financing and other innovative economic vitality and financing programs that enhance the business climate in Redmond.

Economic growth is important to the livability and vibrancy of Redmond. Redmond should be mindful of the effects of policies, programs, regulations, and fees on the business community and Redmond's comparative advantages in attracting new expansions and development.

At the same time, the City should ensure that its economic needs are balanced with its social and environmental needs to maintain community character and livability.

Maintaining Redmond's livability today and in the future depends in part on having adequate infrastructure in place at the time it is needed to serve growth. The City's policies for capital facilities, including CF-14, generally state that growth should pay for growth.

There are various business-related fees that help to support growth in Redmond. In particular, impact fees provide a portion of the funding for growth-related infrastructure. When developing functional plans and setting impact fee or other business related fee rates, included among the factors for consideration should be economic vitality, competitiveness of the business community inclusive of taxes and fees, and provision of adequate housing as these and other factors that

affect the livability, character and economy of Redmond. This consideration should be given through review of updates to functional plans and fee rates by the Business Fee and Tax Advisory Committee or successor group.

EV-22 Consider the economic impacts of new policies, regulations or programs as part of the City's decision making process.

EV-23 Consider the effect and competitiveness of the City's tax and fee structure on development and the health and growth of the business community when new taxes, fees, tax or fee adjustments, or other decisions, such as the adoption of new or updated functional plans, are proposed.