

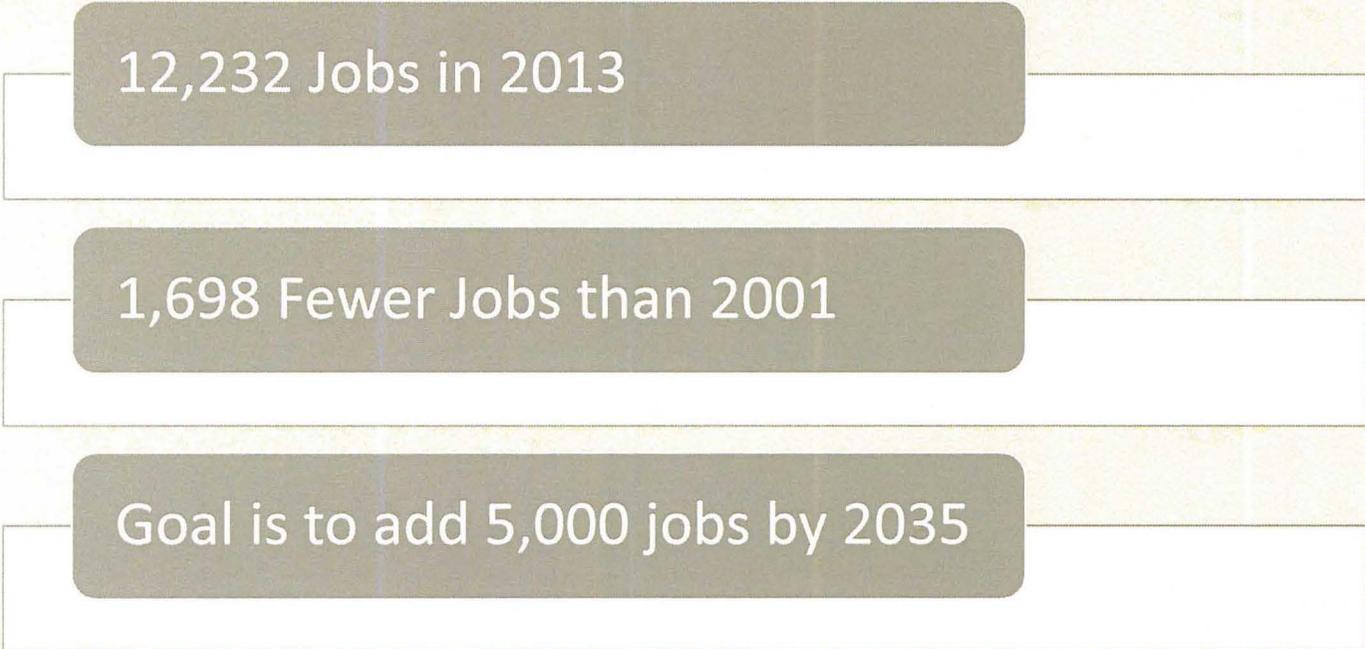
Comprehensive Plan

Planning Commission 2-4-15

ECONOMIC DEVELOPMENT

Reviews the strengths and weaknesses of the local economy

Provides policies, program and projects to support economic growth



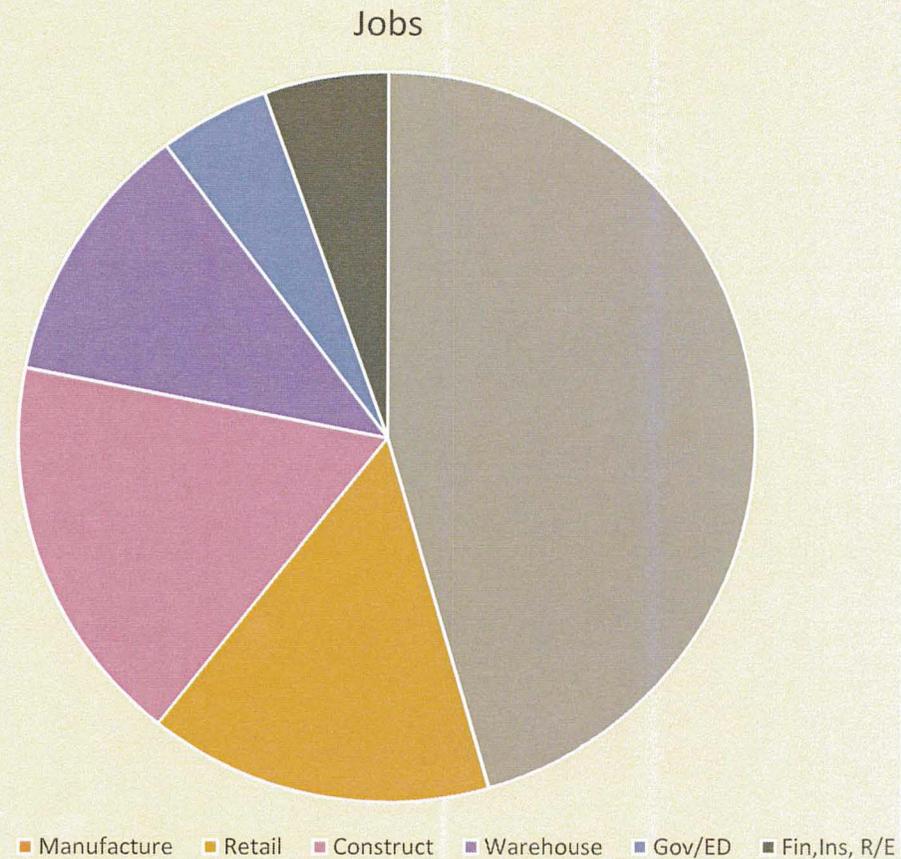
12,232 Jobs in 2013

1,698 Fewer Jobs than 2001

Goal is to add 5,000 jobs by 2035

EMPLOYMENT BY SECTOR

• Services	4,567
• Manufacturing	2,292
• Retail	1,512
• Construction	1,750
• Warehousing	1,168
• Gov/Ed	486
• Fin/Ins/Real Estate	547



THEMES

- Over the last 20 years, Woodinville has become a retail center
- Office use is not as predominant; most is located in the Industrial Zone
- Industrial development is significant comparable to eastside cities
- 2035 Employment Targets can be met with Alternative 2

TOURISM

- **Grow and Benefit from the City's Tourism Sector:** Woodinville is already an attractive tourist destination with many complementary strengths. By focusing on these strengths, including wine, agritourism, food and active recreation – and by creating complementary and well-connected environments in the Tourism District and Downtown – Woodinville can continue to benefit from visits by Puget Sound residents and individuals from more distant regions. ~*Economic Development Strategic Plan, 2008*

OPPORTUNITIES

- With mixed use downtown, opportunities from more small-format retail should emerge
- As the city and region grow, redevelopment, infill and improvement to existing retail space should occur
- Office use is limited short-term; however long term it may expand with ownership and employees desiring to locate in a community with a high quality of life

OBJECTIVES

- Attract and retain businesses to Woodinville
- Increase intensity and diversity of jobs in Downtown
- Strengthen the City's Tourism Sector
- Promote light industrial uses and commercial uses

GOALS AND POLICIES

- GOAL ED-1 GROW THE CITY'S DIVERSE AND VITAL MIX OF BUSINESSES
- Policy ED-1.1 Focus business attraction and retention efforts on target sectors

Target Sectors Include:

- A. Businesses that support wine-making and agritourism
- B. Professional services firms e.g. information and high technology, finance and insurance, and medical and biotechnology sectors as well as management companies and corporate headquarters
- Firms that play supporting roles to the region's industry leaders including high-tech and biotech
- Mid-sized, locally-owned firms
- Firms that will contribute to the City's image as an attractive, entrepreneurial market
- Anchor tenants for multi-tenant commercial development

ACTION PLAN

- Economic Development Strategic Plan
- Tourist District Master Plan
- Downtown Little Bear Creek Corridor Master Plan
- Transportation Master Plan
- Parks, Recreation and Open Space Plan
- Housing Element

Next Steps

- Wrap-up Public Hearing and vote on the Plan on February 18
- First City Council Public Hearing scheduled April 14
- Wrap-up Public Hearing and vote on the Plan by June 30

Questions