

MONROE — 2044 —



Community Advisory Committee #3
February 29, 2024

Tonight's Agenda

- Agenda and Project Updates
- Discussion: Element Schedule
- Discussion: Introduction and Parks Elements
- Discussion: Revised Draft Guiding Principles
- Presentation: Market Analysis/Economic Development
- Next Steps

Project Updates

Implementing the Imagine Monroe Vision



CAC #2 Review Summary

- Discussion of the new Comprehensive Plan outline
- Presentation and discussion of preliminary Guiding Principles
- Presentation and discussion of Middle Housing

Reviews and Input

- Planning Commission
- Subcommittees (Parks Board, others)
- Internal Review

Schedule for Upcoming Elements



CAC Schedule (tentative)

CAC #3 (tonight)

- Introduction
- Vision and Guiding Principles
- Parks, Recreation and Open Space
- Market/Economic Development

CAC #4 (April)

- Land Use
- Housing
- Shorelines and Natural Environment

CAC #5 (June)

- Transportation
- Capital Facilities
- Utilities

Chapter 1: Introduction



Chapter 1: Introduction

- Establishes project context, including how Monroe 2044 relates to State, PSRC and Snohomish County policies
- Connects Monroe 2044 to local plans (Parks, Transportation, Utilities etc.) and the Development Code
- Describes the public engagement process
- Describes the plan's organization

Maps and graphics to be added later

Chapter 7: Parks, Recreation and Open Space



Chapter 7: Parks, Recreation and Open Space

- Incorporates the 2022 Parks, Recreation and Open Space (PROS) Plan
- PROS Plan and Comprehensive Plan will be updated to include two properties purchased Downtown for gathering spaces
- PROS Plan goals, policies and actions will replace current Comprehensive Plan policies related to parks
- PROS Plan policies are not expected to change

Maps and graphics to be added later

Chapter 7: Parks, Recreation and Open Space Goals

- 1. Well-Stewarded Parks.** Manage, maintain, and revitalize parks, facilities, and natural resources to support safe, attractive, inclusive, and engaging recreation and green space.
- 2. Vibrant Riverfront.** Enhance parks, recreation amenities, and trails along the Skykomish River to create a welcoming riverfront system that supports local use and recreation tourism.
- 3. Outdoor Recreation Hub.** Provide unique and inclusive amenities that attract residents and visitors to Monroe's outdoor opportunities, activities, and events.

Chapter 7: Parks, Recreation and Open Space Goals

4. Park Access. Develop parks and remove barriers to ensure residents have equitable access to open spaces and recreation opportunities within walking or biking distance from home.

5. Connectivity. Provide an interconnected network of multi-use trails, walkways, and bikeways connecting city and regional destinations.

Chapter 2: Vision and Guiding Principles



Chapter 2: Vision and Guiding Principles

- CAC review of preliminary Guiding Principles in **December 2023**
- Staff review and updates in **January 2024**
- Planning Commission review on **February 26, 2024**
 - Changes to the Equity Principle
 - Reordering of Principles (Safe and Accessible, Connected and Active, Local and Community Driven, Affordable and Diverse Housing, and Equity)

Maps and graphics to be added later

Safe and Accessible

Monroe is a diverse and welcoming community where everyone feels safe, and everyone feels they belong. We aspire for all residents, employers, employees, and visitors to have access to safe, dependable, and efficient services and multimodal transportation options. This also includes access to parks, schools, health care, police, and fire services. Community services are located in areas that are accessible to everyone in the community.

Connected and Active

Monroe is a community of neighborhoods where people of all abilities can access services, parks, and community gathering places through a variety of travel options. Safe and inviting walking and bicycling facilities provide access to our locally owned businesses and neighborhood gathering spaces and encourage people to take advantage of the outdoor amenities in Monroe without needing a vehicle.

Local and Community Driven

Monroe is a community of people that support locally owned businesses, arts, and culture. We imagine that all residents should have the opportunity to grow and flourish in Monroe and celebrate its many cultures. We actively participate in civic activities, community events and cultural experiences. We take advantage of Monroe's proximity to the outdoors by visiting our parks, community spaces, and natural areas. We are stewards of the natural environment.

Affordable and Diverse Housing

Monroe represents a wide range of incomes and housing needs. Our housing options are accessible to people of different ages, abilities, and household structure. A person's housing needs often change over time; Monroe's housing choices allow for people to find housing that meets their needs and lifestyle.

Housing options include emergency shelters, temporary dwellings, accessory dwelling units, apartments, townhouses and condominiums, and detached houses with yards. Everyone has a place to call home in Monroe.

Equity

Monroe is a community where everyone feels at home, and everyone feels they belong.

Equity is central in achieving this vision as it addresses opportunity, power, influence, and resources to meet the needs of all people, ~~regardless of life experience, prosperity, or background including, but not limited to age, ability, gender, gender identity, sexual orientation, income, education, culture, race, citizenship, or former incarceration status.~~

Equity is the principle by which institutions proactively adopt policies to take genuine actions that work to eliminate inequitable adverse impacts, and to facilitate increased access to resources, opportunities, and representation in planning and decision-making processes to currently and historically marginalized and underrepresented people and communities. Equity shall be incorporated into all aspects of land use planning and development to ensure everyone has access to the services, opportunities, and activities to meet their essential needs, advance their well-being, and that contribute toward a high quality of life.

Monroe Economic Development Element:

Preliminary Themes and Strategies



Preliminary Economic Development Themes and Strategies

Documents reviewed:

- Comprehensive Plan Economic Element, 2015
- Economic Development Current Conditions, 2023
- Visioning, 2021
- Equity Assessment, 2022
- Public Engagement Phase I Summary, 2023
- Draft Future Land Use/Growth Scenarios, 2023
- Monroe Policy Analysis, 2023
- City of Monroe Economic and Regional Demand Analysis, 2021
- Monroe Lodging Assessment, 2022

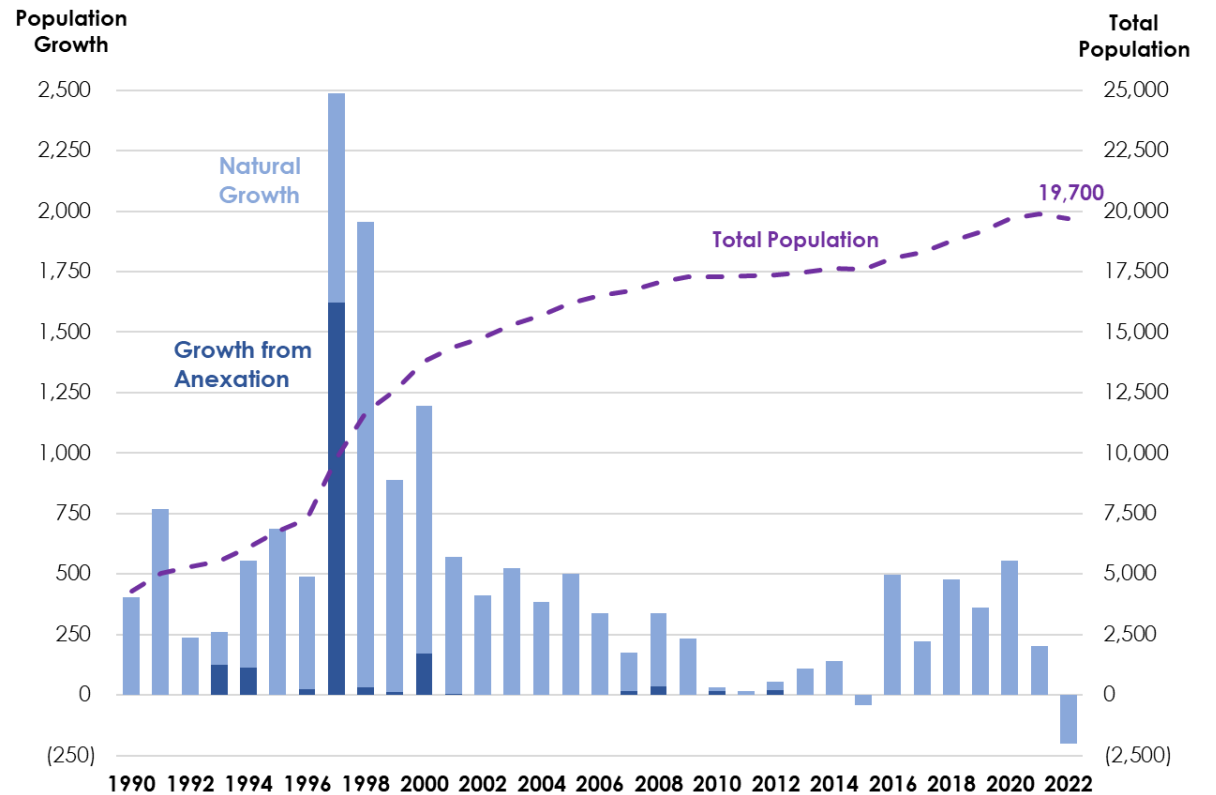
Prioritization Process and Plan Hierarchy



Population and Housing Trends

- Building upon a **growing** population
- The city is growing **more educated** and **more diverse**
- Both income and housing costs are rising
- There is demand for more varied and affordable types of **housing**

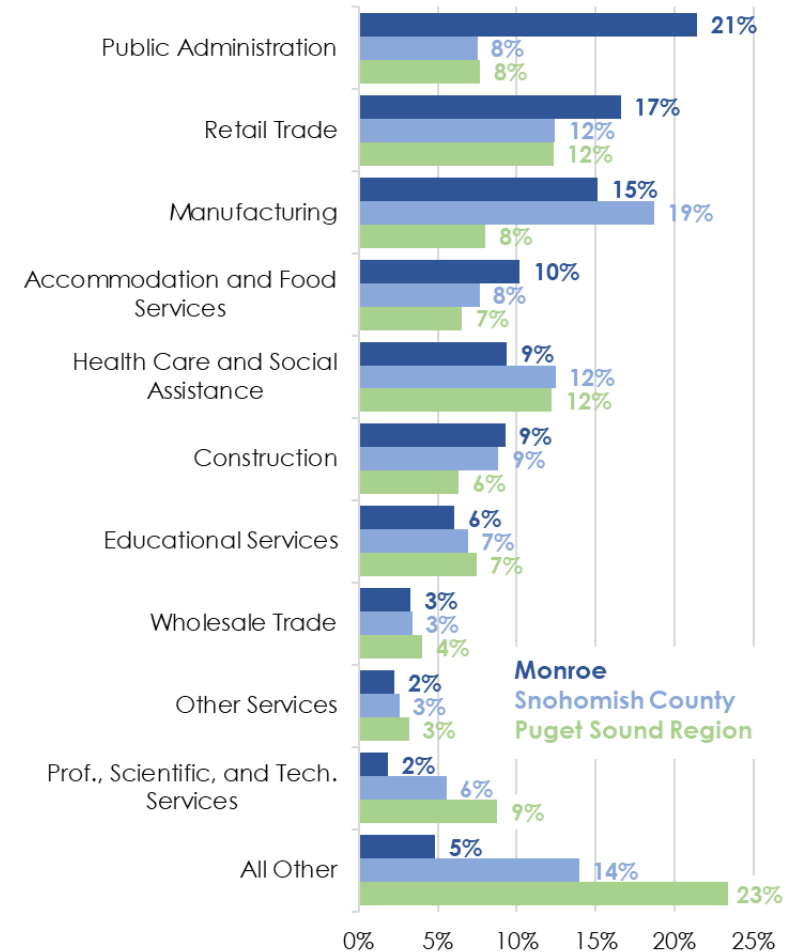
Population Change, Monroe, 1990 – 2022



Employment and Industry Trends

- Growing and expanding **existing industry clusters** within Monroe and the region
- Existing clusters include public administration, manufacturing, educational services and more
- Asset-Based Economic Development: Growing the local economy through **building on existing resources**
- Existing resources to build on include the hospital, light industry and the Fairgrounds

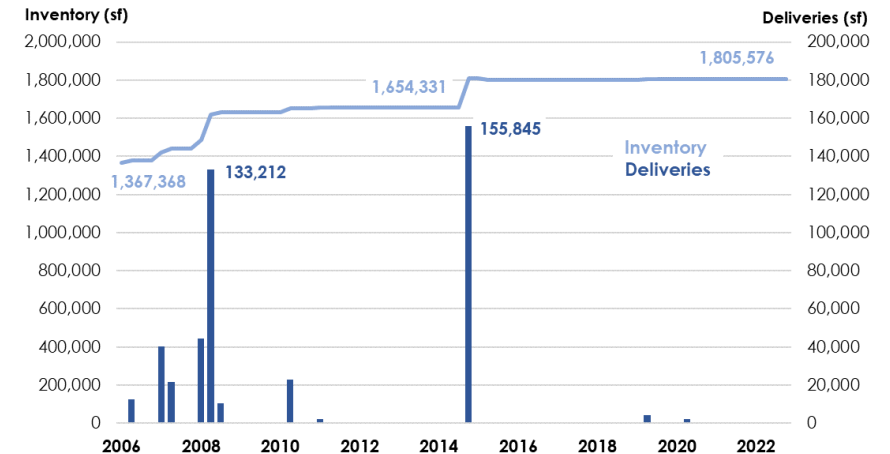
Employment by Industry, Monroe, Snohomish County and Puget Sound Region, 2021



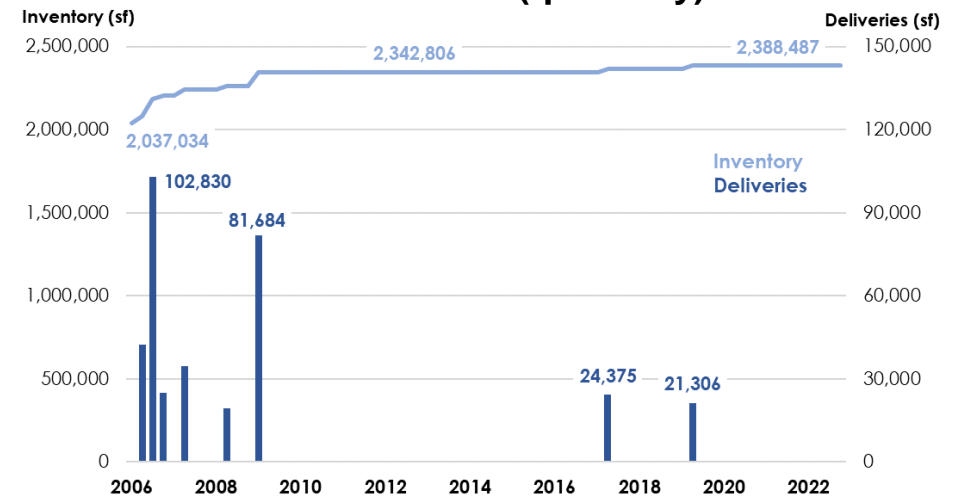
Market and Workforce Trends

- Trends suggest **opportunity for increased diversity** in Monroe's retail growth
- While metrics for Monroe's markets signal **stability**, further engagement with market professionals can help gauge future trends and market potential
- Many of Monroe's residents **commute** outside of the city for work

Retail Inventory and Deliveries, Monroe, 2006 – 2022 (quarterly)



Industrial Inventory and Deliveries, Monroe, 2006 – 2022 (quarterly)



Potential Target Industries

- Continue to support existing industry
- Building up the **industrial** ecosystem, including nurturing **supportive commercial** growth within industrial zones
- Fresh emphasis on prioritizing **small, local businesses** in Monroe
 - Desire to patronize locally-owned businesses and purchase locally sourced products
 - Support for **women and minority-owned businesses** may be particularly impactful
- Capitalizing on Monroe's advantageous **location**, such as industries like accommodation and hospitality, food services, and tourism

Workforce Development

- **Equitable access** to job opportunities, which may include improving awareness of workforce development resources in Monroe
- Support for **entrepreneurs** and for **seasoned career professionals**
- Increasing household wages
- Finding opportunities to **retain young talent**, which may include education to job pipelines
- Strengthen **supportive services** for working parents

Employment Lands and Capacity

- Land capacity for an estimated 2,016 new employees currently exists in Monroe.
- **New land use scenarios** include options to accommodate business activity and forecast and adopted employment in Monroe through 2044.

2044 Growth Targets

Employment Needed	City of Monroe	2,324
	Unincorporated UGA	77
	<hr/> Total Monroe UGA	<hr/> 2,401

Land Use Alternatives

		No Action Alternative	Action Alternative
Employment Capacity	City of Monroe	2,330	2,741
	Unincorporated UGA	0	109
	<hr/> Total Monroe UGA	<hr/> 2,330	<hr/> 2,850

Land Use and Growth Scenarios

- Future land use requires strategic growth management that **balances** preservation and growth to meet **growth targets**
- A stated desire (from the community and in official planning) for some **compact, walkable spaces** in certain, appropriate areas of Monroe

2044 Growth Targets

Housing Needed	City of Monroe	2,324
	Unincorporated UGA	77
	<hr/> Total Monroe UGA	<hr/> 2,401

Land Use Alternatives

		No Action Alternative	Action Alternative
Housing Capacity	City of Monroe	1,934	2,471
	Unincorporated UGA	178	479
	<hr/> Total Monroe UGA	<hr/> 2,112	<hr/> 2,950

City Attractions, Quality of Life and Identity

- Monroe as a **family-oriented city** with activities and amenities for **all ages**
 - “A friendly, close-knit, supportive, welcoming, and inclusive community” – Monroe Visioning
 - May include entertainment options, gathering spaces, diverse commercial offerings, neighborhood commercial, and access to multi-modal transportation options
- **Branding** and marketing Monroe’s identity for attraction of people, workforce, and businesses
- Meeting transportation, public safety, and other **quality of life** issues
- The importance of **placemaking**

Targeted Development and Vibrant Spaces

- **Downtown** has been identified as a **focal point** for:
 - multi-use development
 - amenities and activities
 - gathering spaces and community-centered infrastructure
 - thriving small and local businesses
- Public engagement shows support for more mixed-use development in **Downtown** as well as along **Main Street** and in the **North Kelsey** area.

Nature and Outdoor Recreation

- Ongoing commitment to providing **accessible and thriving** natural spaces
- **Centering natural spaces** in Monroe's identity or for attraction



Al Borlin Park, Monroe WA

Economic Development Planning Process

- Sources suggest methods in which the city and its partners conduct economic development should continue to be **strategic, effective, and prioritize equity**
- Examples include:
 - Maintain updated economic development data
 - Provide clear direction on how strategies and policies will result in inclusive and equitable outcomes
 - Show consideration for how locations, funding, and actions are prioritized for equity
 - Maintain robust and ongoing communication with businesses in Monroe.

Next Steps



Schedule

- CAC #4 (April)
- Regular Planning Commission updates and City Council study sessions
- Draft Environmental Impact Statement (late Spring)
- Community engagement activities (late Spring-Summer)
- CAC #5 (June)

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