

# Economic Development

## GOALS AND POLICIES





To create a complete community where people can have their daily needs met Shoreline is investing in economic development in multiple sectors as well as **emerging technologies and training**. From local cafes to major employers, the city is a place business large and small can establish, contribute to the community and grow.

## Introduction

The Economic Development Element aims to improve the quality of life in the city by encouraging a greater number and variety of commercial businesses that provide services and create employment opportunities for Shoreline residents, as well as grow the tax base to take the burden off residential property tax.

The policies in this element address aspects of creating a healthy economic climate for Shoreline, including quality of life, sustainable revenue sources, and opportunities and partnerships. The policies presented in this element will guide future City initiatives that, together with private sector actions, will produce a strong economy. The results will preserve and improve the quality of life that Shoreline's residents and workers currently enjoy.

The Economic Development Supporting Analysis section of this Plan contains background data and analysis, which describe the existing economic conditions of the city, and provide the foundation for the following goals and policies.

# Goals And Policies

## Goal ED 1

**Leverage the growing regional economy to enable the creation of living- and family-wage jobs to support the ability of all Shoreline residents to maintain and improve their quality of life and grow the city's tax base.**

- Policy ED 1.1** Maintain a supportive regulatory environment and adequate supply of land through zoning and development regulations to accommodate 2044 King County job growth allocations in Shoreline.
- Policy ED 1.2** Utilize market research and identify tools or resources to develop a systematic, data-driven approach to recruit appropriate businesses or other uses that catalyze activity in key locations and reduce commercial vacancies in the city.
- Policy ED 1.3** Develop key performance indicators to evaluate the effectiveness of economic development policies.
- Policy ED 1.4** Support the redevelopment of state-owned property adjacent to the Washington State Department of Health Laboratory Campus to generate revenue for designated beneficiaries including schools and services for developmentally disabled adults.



*Pedestrians walking along North City sidewalk*

## Goal ED 2

**Plan for and accommodate anticipated population growth to create a welcoming and complete community while mitigating potential environmental and displacement impacts.**

**Policy ED 2.1** Encourage and support home-based businesses in the city, adjusting regulations as needed to account for surrounding neighborhood contexts while limiting financial impacts on small businesses.

**Policy ED 2.2** Encourage the adaptive reuse of underutilized commercial properties in the city through regulatory changes, and public-private partnerships that can support new small businesses to operate within them.

*Program Exemplar: launched in response to the economic impacts of the COVID-19 Pandemic, the first Shoreline location of the Small Business Development Center of Washington is located at Shoreline Community College with startup funding provided by the City of Shoreline through the federal American Recovery Plan Act stimulus grant. SBDC provides free business planning assistance, start-up and entrepreneurial training, assistance navigating government services, and more.*

*In 2024, the Shoreline SBDC staff of one had a waiting list of several months, a portfolio of more than 100 active clients which it helps with business startup assistance, business management, establishing business plans, and a documented success in the amount of hundreds of thousands of dollars in business financing secured just by clients who elected to make their results public. An analysis of SBDC outcomes has identified an increase of \$5 in tax revenues from participating businesses for every \$1 invested into the SBDC.*

*“All the help and guidance I received in the second half of 2023 really paid off this year as I grew my business and had a very successful pottery sale in June. Couldn’t have done it without their help.” -Shoreline Small Business Owner*

## Goal ED 2 Continued

- Policy ED 2.3** Promote and facilitate access to technical assistance programs in order to strengthen the ability of small businesses to thrive in Shoreline.
- Policy ED 2.4** Explore ways to streamline the permitting process and remove regulatory barriers for commercial improvements and expansions to reduce time and costs for business startups, small businesses, locally owned and women- and minority-owned businesses.
- Policy ED 2.5** Explore new tools and regulations to create affordable commercial space for small business start-ups and incubators.
- Policy ED 2.6** Explore policies and strategies to mitigate the displacement of existing businesses and business clusters.
- Policy ED 2.7** Encourage the creation of neighborhood serving commercial businesses and business centers that support access to desired services and amenities within the community.
- Policy ED 2.8** Support the **creative economy** through partnerships, pursuit of available funding sources, and other strategies that promote the creation and expansion of spaces for artists and innovators, especially in new development and for those most at-risk of displacement.

*Attendees perusing an outdoor market*





***Creative economy*** refers to economic activity dependent on individual creativity for its value arts, culture, design, media, fashion, and a range of other creative products fueled by technology. Washington’s creative sector is the largest in the nation by share of state GDP at nearly 20% of Washington state’s economy, contributing nearly \$120 billion annually to the state GDP, according to the Washington State Department of Commerce. The Pacific Northwest has long been a haven for those who think differently and this creativity and innovation fuels the region’s key industries.

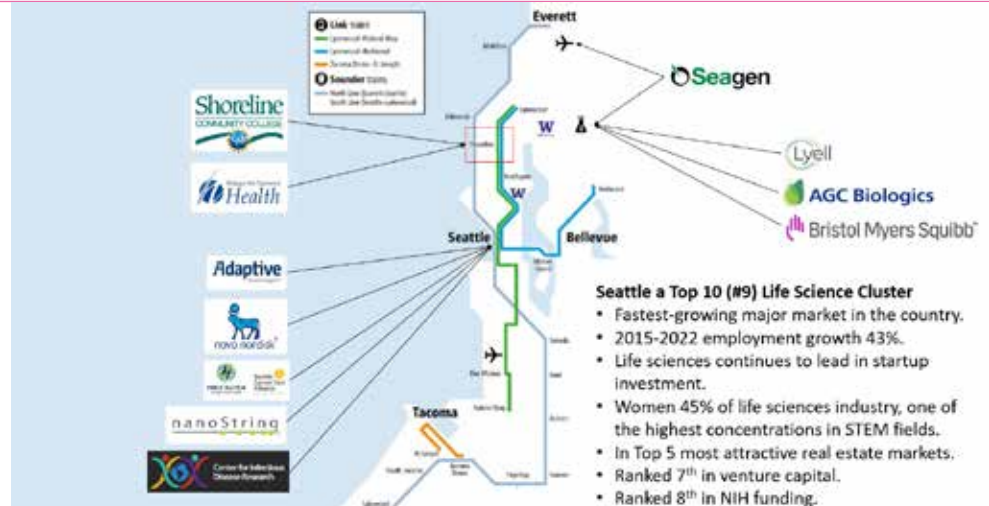
Additionally, arts and culture are frequently cited as principal attractions that keeps talent in any given region. While many creatives have relocated from Seattle to Shoreline in recent years due to high cost of living, the overall employment in “Arts, Entertainment, and Recreation,” in Shoreline declined by 467 jobs from 2004-2024. Intentional strategies will be needed to support the recovery of the sector and its continued catalytic influence on the local economy.

The Shoreline Community College continues to be an economic engine for the City, leading the way in the region in the field of filmmaking and digital video productions which resulted in 5 feature-length productions in Shoreline in just one year (2019), and breaking ground on the new Bracken STEAM Building (pictured) which includes expanded and upgraded studios and teaching space for the campus’ vaunted music programs.

## Goal ED 3

Promote collaboration and partnerships among local business associations, regional economic development agencies, educational institutions, civic and community organizations, and non-profits to meet local economic development goals and implement VISION 2050 and the Regional Economic Strategy.

**Policy ED 3.1** Coordinate with local community and technical colleges, and other institutions of higher learning, including the University of Washington, Shoreline Community College, and Edmonds College, to better connect local students and residents to workforce training and business development opportunities in existing industries and trades, as well as growth industries like life sciences, clean tech, space, AI, media production and yet to be identified emerging industries.



*On Seattle's north side, the National Science Foundation (NSF) has recognized Shoreline Community College's robust education and training for the rapidly growing immuno-biotechnology industry. Funded by the NSF as a Biotech "National Hub," the College recently opened the Cedar Building, a new Health Science & Manufacturing Classroom Complex. And, thousands of new workers attracted by the innovation economy have settled nearby in new urban walkable communities. The time has never been better for employers to offer their workforce a vibrant new urban environment. The growing W.R. Geidt Public Health Laboratories employ more than 300 scientists working in the public interest and contributing significantly to the city's living-wage, high-skill employment base.*

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## Goal ED 3 Continued

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**Policy ED 3.2** Continue to leverage regional partners to identify opportunities for business attraction to Shoreline, particularly in industries that provide living- and family-wage jobs in growing and emerging industries and traded sectors and increase the daytime population for the benefit of local businesses.

**Policy ED 3.3** Coordinate with regional partners to provide financial assistance for businesses, when appropriate, using county, state, and federal program funds, facility grants, loans, and revolving loan funds. Consider adapting programs to provide targeted support to women- and minority-owned businesses.

**Policy ED 3.4** Engage public-private partnerships to facilitate or fund infrastructure improvements, including the potential of tax increment financing (TIF) as a tool to support increased economic opportunity in identified commercial nodes.

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## Goal ED 4

**Guide investment into growth that is compact, connected, and amenity rich, complete ongoing projects that support opportunities along transit corridors, and identify future projects that enhance additional neighborhood centers with public investments and business.**

**Policy ED 4.1** Improve access to businesses and commercial services through the support of new connections within and between existing commercial districts, residential neighborhoods, and light rail station areas by enhancing the street grid, encouraging streets that connect parallel rights of way, improving pedestrian amenities and safety, and expanding east-west connections through the city's existing trail network and future intra-city transit routes.

**Policy ED 4.2** Balance incentives, regulations, and financial strategies to encourage increased housing, commercial, and mixed-use development near existing commercial districts, especially those served by high-capacity transit, to expand the customer base of businesses, address workforce housing needs, and seek a balance between jobs and housing.

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**Policy ED 4.3** Establish and enhance new and existing neighborhood commercial centers and corridors to support increased commercial activity, neighborhood identity, and access to daily goods and services by focusing investment into improved pedestrian and bicycle facilities, wayfinding, public plazas and green space, events and programming, and other desired community amenities.

**Policy ED 4.4** Establish and strengthen the identity of existing and emerging **commercial districts and neighborhood centers** to better support local businesses in these areas.

*Instead of one recognizable, central “downtown” Shoreline has many **commercial areas and corridors**. Promoting the evolution of these areas as distinct districts differentiated by their unique strengths, attributes, opportunities, and interests of the surrounding communities could be accomplished through overlays, Innovative Partnership Zones, Creative Districts, leveraging festivals, tournaments and other events and more.*

*New groundfloor retail in a mixed use building*



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## Goal ED 5

**Prioritize environmental and socially responsible business practices that expand access to opportunity for economically disadvantaged communities and build resilience and sustainability into the local economy.**

**Policy ED 5.1** Explore Shoreline’s unique cultural and environmental assets, such as its shoreline, as potential drivers of economic prosperity by developing policies and working cooperatively with local businesses in ways that increase access to, protect, and restore the natural environment.

**Policy ED 5.2** Improve access to living- and family-wage job opportunities through the improvement of government hiring programs and contracting that promote the local workforce, particularly for women – and minority-owned businesses.

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## Goal ED 6

**Continue the practice of becoming an anti-racist community working to disrupt and dismantle racism in various forms including institutional racism, unconscious bias, and white supremacy through economic development policies and programs.**

**Policy ED 6.1** Support policies and programs that lead to wealth creation and business development for Black, Indigenous, and People of Color communities as a strategy to extend the benefits of economic development and generational wealth creation more equitably.

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