

## **11.0 ECONOMIC DEVELOPMENT**

### **11.1 Vision**

*In 2035, the economy has grown to attract a variety of businesses that offer stable employment opportunities and family wage jobs in the medical and high-tech fields. Camas is a gateway to nature and recreational opportunities, leading to a robust tourism industry. Professional office, medical and industrial uses typify western Camas, with retail businesses supporting the large campus firms. The north shore area will fulfill the employment and retail needs of the growing population on the northeast side, and reduce trips outside the city. Downtown Camas retains its historic atmosphere as a walkable, attractive place to shop, dine, and gather. Housing within the city's core contributes to a town center that supports local businesses.*

### **11.2 Organization of Economic Development Element**

- Economic Development Overview
- Goals and Policies by Area
  - Citywide
  - Downtown
  - Grass Valley
  - North of Lacamas Lake
  - Eastside Commercial District
  - Gateways and Corridors
  - Residential Mixed Use Areas

### **11.3 Economic Development Overview**

Economic development for the City of Camas is the creation and sustainability of a diverse array of employment opportunities, ensuring the tax base currently enjoyed by the City is sustained and strengthened. The economic health and well-being of the City of Camas is thus tied to a commitment to promote a wide range of employment opportunities for the citizens of the community as well as to provide a setting and quality of life that attracts businesses and residents. While not specifically required by the GMA, the City of Camas feels it is important that an economic development element be included in its comprehensive plan.

In order to plan for a diverse and vibrant economy, it is important to understand the current economic conditions within the City and Clark County. While the City's past economic health had been closely tied to the Mill, in more recent years the City's economy has diversified and now supports many technology and manufacturing firms, as well as a growing school system and professional offices. The tables below compare the median household incomes and percentage of civilian workers employed in all industry sectors, as defined by the North American Industry Classification System, within the City of Camas and Clark County from 2010 to 2013.

**Table 11.1. Median Household Income**

<b>Camas</b>		<b>Clark County</b>	
<b>2010</b>	<b>2013</b>	<b>2010</b>	<b>2013</b>
\$77,334	\$81,897	\$58,262	\$57,341

As illustrated in Table 11.1, wages in Camas are higher and have grown more rapidly than those in Clark County. Higher wages can have positive impacts on other aspects of the economy and community members have expressed their desire to support family-wage jobs, specifically in the medical and high-technology fields.

**Table 11.2. Percentage of Jobs by Industry Sector**

Industry	Camas		Clark County	
	2010	2013	2010	2013
Agriculture, forestry, fishing, hunting, and mining	0%	1%	1%	1%
Construction	7%	3%	8%	7%
Manufacturing	16%	15%	13%	13%
Wholesale Trade	6%	4%	4%	3%
Retail Trade	14%	12%	12%	12%
Transportation, Warehousing, and Utilities	7%	6%	8%	8%
Information	2%	3%	2%	2%
Finance, Insurance, Real Estate, and Rental and Leasing	8%	8%	7%	6%
Professional, Scientific, and Management, and Administrative and Waste Management Services	13%	10%	10%	11%
Educational Services, Healthcare, and Social Assistance	16%	22%	20%	21%
Arts, Entertainment, Recreation, and Accommodation and Food Service	4%	7%	7%	8%
Other Services, except Public	4%	4%	5%	6%
Public Administration	4%	6%	5%	4%

Source: U.S. Census Bureau, 2013 American Community Survey (ACS) 3 year estimate (2011-2013) and 2010 ACS 5 year estimate (2006-2010).

Notes:

1. Percentages have been rounded to the nearest whole number.
2. The total number of civilian workers in 2013 in Camas was 9,093 and in Clark County was 215,992. In 2010, the total number of civilian workers in Camas was 8,733 and in Clark County was 211,215.
3. Additional information on industry categories can be found on the Bureau of Labor Statistics website: <http://www.bls.gov/iag/home.htm>.

As illustrated in Table 11.2, Camas saw a decline in construction and professional, scientific, and management jobs, a small decline in manufacturing jobs, and an increase in educational services, healthcare, and social assistance jobs from 2010 to 2013. These same trends are generally reflected in the County as a whole; however, Camas did experience a greater decline in construction jobs and a greater increase in educational services, healthcare, and social assistance jobs. As the nation recovers from the recent economic recession, these trends in employment by industry sector have also been reflected in the national and Washington State economies.<sup>1</sup> In order to support the continued growth of the Camas economy and the planned increase of 11,182 jobs by the

<sup>1</sup> 2014 Labor Market and Economic Report, Washington State Employment Security Department, published March 2015.

year 2035, the Economic Development Element establishes goals and policies that seek to maintain the diversification of employment opportunities. The City is targeting businesses that provide a greater proportion of family-wage jobs. Increasing retail services in support of residential, industrial, and professional business growth is highly desirable.

#### **11.4 Goals and Policies**

Economic Development goals and policies are established to ensure economic development in the City of Camas is consistent with the Camas 2035 Vision and provides for a diverse range of employment opportunities throughout the City. Goals and policies are presented for citywide economic development, as well as six specific areas of the City that contribute unique attributes to the City's overall economy.

##### **11.4.1 Citywide Economic Development**

###### ***Citywide Economic Development Goal***

**ED-1:** Maintain a diverse range of employment opportunities to support all residents and provide a setting and quality of life that attracts and retains businesses.

###### ***Citywide Economic Development Policies***

**ED-1.1:** Ensure that there are tools in place to attract medical and high-technology industries to expand and to provide stable employment.

**ED-1.2:** Encourage apprenticeship, internships, and on the job training in all industry sectors.

**ED-1.3:** Encourage appropriate reuse and redevelopment of older and deteriorating commercial areas.

**ED-1.4:** Foster and expand year-round recreational services, lodging, dining and retail options that will capture tourism and benefit residents and employers.

**ED-1.5:** Ensure there is adequate infrastructure planned or in place to serve new and expanding industries.

**ED-1.6:** Ensure an adequate supply of commercial and industrial employment land to support the City's economic development goals.

**ED-1.7:** Support retention, expansion, and recruitment activities for all businesses with a commitment to the community and operating in an environmentally responsible manner.

**ED-1.8:** Ensure the regulatory environment is balanced so that it nurtures economic activity, encourages new employment, and promotes a high quality of building and site design.

**ED-1.10:** Encourage businesses to reduce travel times and trips through implementation of a trip reduction program, which includes incentives for carpooling, transit ridership, or other options beyond single-occupancy vehicles.

#### **11.4.2 Downtown**

Downtown Camas is the historic center of the City with a tree-lined, welcoming main street (Fourth Avenue), which has seen steady redevelopment in recent years with a brew pub, conversion of uses (e.g. Ford Dealership), and a new building on NE Everett. Land uses in downtown include a mix of retail services, restaurants, professional offices, government services, and single and multi-family residential development. Downtown Camas is also home to several community events throughout the year, including Camas Days. These events attract thousands of people to downtown and support the local economy and community.

##### ***Downtown Economic Development Goal***

**ED-2:** Maintain Downtown Camas as the center of the City and encourage development/redevelopment that respects the historic character and supports walkability and a diverse range of services.

##### ***Downtown Economic Development Policies***

**ED-2.1:** Safeguard the design of downtown through requiring compliance with the Downtown Design Manual and consistency with the comprehensive plan.

**ED-2.2:** Collaborate with public agencies, private parties and non-profits in marketing and outreach efforts that sustain existing local businesses and attract new development/redevelopment while maintaining the historic character of downtown.

**ED-2.3:** Ensure the Land Use Element supports higher residential densities adjacent to the downtown district and atop downtown businesses to increase activity in downtown in support of local businesses.

#### **11.4.3 Grass Valley**

Grass Valley is home to several national and international technology and manufacturing firms. Land use in Grass Valley includes large technology and manufacturing campuses, surrounded by retail and commercial services and residential development.

##### ***Grass Valley Goal***

**ED 3:** Promote a cooperative industrial business park in which businesses and the City efficiently share resources to achieve sustainable development, with the intention of increasing economic gains and improving environmental quality.

##### ***Grass Valley Policies***

**ED-3.1:** Consider creation of a master plan that will include a mix of office, light industrial, and retail uses, that are transit-oriented, and designed with an eye to high-quality streetscape appeal.

**ED-3.2:** Consider incentives for long-term use and improved utilization of existing facilities and infrastructure.

**ED-3.3:** Protect employment land from conversion to residential uses in order to ensure an adequate supply of commercial and industrial land to meet 20-year employment projections.

#### **11.4.4 North of Lacamas Lake**

The area north of Lacamas Lake is anticipated to experience substantial growth and redevelopment within the 20-year planning horizon. Planned transportation infrastructure will improve transportation connectivity throughout the City and support the employment and retail uses desired north of Lacamas Lake. A large portion of the land in this area is zoned Business Park and Multifamily, with some Commercial and lower density residential zoning. The Port of Camas –Washougal manages an airport that is outside city limits, however the majority of the developable land north of Lacamas Lake is within the airport influence area.

##### ***North of Lacamas Lake Goal***

**ED 4:** To develop master plan development, which will accommodate a significant share of the city’s future population and employment growth by encouraging a more intense level of development that is well-served by transportation options, including pedestrian and bicycle facilities, a range of housing choices, and a mix of shops, services and public spaces.

##### ***North of Lacamas Lake Policies***

**ED-4.1:** Promote the growth of businesses that will meet the retail and service needs of the population on the northeast side, such as grocery stores, medical offices, and restaurants.

**ED-4.2:** Protect the viability of the airport as a significant economic resource to the community by encouraging compatible land uses<sup>2</sup>, densities, and reducing hazards that may endanger the lives and property of the public and aviation users consistent with state laws RCW 36.70A.510 and RCW 36.70.547.

**ED-4.3:** Encourage new developments to include provisions for neighborhood parks that are within walking and biking distance of a person’s home or work to encourage greater physical activity, including shared-use paths (or trails) that link homes, work, commercial centers, public transit, and community facilities.

**ED-4.4:** Promote economic development opportunities adjacent to the Port of Camas-Washougal’s Grove Field that will benefit from additional transportation options.

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<sup>2</sup> Refer to “Airports and Land Use Compatibility Guidebook”, WA State Department of Transportation

**ED-4.5:** Preserve large tracts of land for large industry and master planned commercial development.

#### **11.4.5 Eastside Commercial District**

The Eastside Commercial District has tremendous economic growth potential and would benefit from targeted streetscape improvements. The development of an attractive streetscape that is attractive and safe for all modes of transportation (e.g. bicycles, wheelchairs, pedestrians) could attract new economic opportunities and investment in the area.

This commercial area generally straddles NE Third Avenue at the city's eastern edge to the bridge over the Washougal River to the west. The commercial structures are single-story, with stretches along the street that are in disrepair and vacant. There is a scattering of businesses that have been recently renovated. It is a vehicle dominated corridor with several drive-through chain restaurants, and large parking lots adjacent to the street. There are no pedestrian or bicycle amenities and landscaping is scarce or non-existent.

##### ***Eastside Commercial District Goal***

**ED 5:** To create a redeveloped and revitalized Eastside Commercial District that supports existing and new businesses and is uniquely Camas with a safe and pedestrian-friendly streetscape. .

##### ***Eastside Commercial District Policies***

**ED-5.1:** Develop commercial and mixed-use areas that are safe, comfortable, and attractive to pedestrians.

**ED-5.2:** Reinforce streets as public places that encourage pedestrian and bicycle travel and provide transitions between Third Avenue and neighborhoods.

**ED-5.3:** Encourage efficient land use by facilitating compact, high-density development and minimizing the amount of land that is needed for surface parking.

#### **11.4.6 Community Gateways and Corridors**

Community gateways create a sense of arrival and let visitors and residents know they are in Camas. Primary and secondary gateways are designated to distinguish between gateways that offer a primary entrance into Camas and those that are secondary and serve as an entrance to a particular part of the City. Corridors extend approximately .25 miles from the gateway and include enhanced features, such as bike lanes, widened or detached sidewalks, and signage. As outlined in the Land Use Element, Gateways are established as an overlay zone and identified on the Camas Zoning Map (see [Map X](#)).

##### ***Gateway/Corridor Goal***

**ED-6:** Create attractive and welcoming entrances to the City and distinguish Camas from adjacent jurisdictions through the development of community gateways.

### **Gateway/Corridor Policies**

**ED-6.1:** Ensure development in community gateways meet, and where possible exceed, the design principles and guidelines for primary and secondary gateways as described in the Camas Design Review Manual.

**ED-6.2:** Ensure zoning regulations and design standards promote development/redevelopment in gateways that include the gateway and corridor features identified in the Land Use Element and Camas Design Review Manual.

**ED-6.3:** Coordinate gateway and corridor development/redevelopment with public works planning to leverage resources and ensure adequate right-of-way is available for gateway/corridor improvements.

**ED-6.5:** Encourage redevelopment along the Everett corridor that respects the historic character of the area, improves pedestrian mobility/safety, and supports small-scale retail and commercial services.

**ED-6.6:** Encourage development of commercial uses and multifamily residential within the 6th Avenue and 3rd Avenue gateways and corridors to further support downtown businesses. Consider rezoning of low-density residential land to support the downtown area.

**ED-6.7:** Building entrances should face the street and provide pedestrian connections from the building entrance to the sidewalk. Encourage landscaping between the building and the street (not parking), in order to create a welcoming streetscape.

#### **11.4.7 Residential Mixed Use Areas**

Approximately 10 acres of the city is zoned mixed use (MX) and is located south of NE Third Avenue, in the Louis Bloch Park Neighborhood. The area designations were amended in 2009, in order to promote redevelopment of the neighborhood, which is dominated by small lots, with an aging, single-family housing stock. The strengths of the area include its proximity to the historic downtown, regional trail connections, a large anchor grocery store, and the natural areas to the south and east.

From time to time, the city contemplates the conversion of commercial or industrial areas to mixed use or considers an overlay. Part of the deliberation must include uncontroversial benefits to the community, such as providing a gathering place (e.g. pocket park), housing options for all incomes, and job opportunities.

#### **Residential Mixed Use Goal**

**ED-7:** To foster economically and socially diverse mixed neighborhoods as the foundation for a healthy City, which includes meeting the multi-modal transportation, housing, employment, ~~and~~ education, recreation, and health needs of the citizens.

***Residential Mixed Use Policies***

**ED-7.1:** Mixed use developments should be unique to the area in which they are located and encourage small business development, a mix of housing types to ensure affordability, pedestrian and transit connections, and designed to be sensitive to the natural environment.

**ED-7.2:** Ensure that the development of mixed use areas are oriented to the public street and are scaled and designed to be compatible with surrounding land uses.