

From: [Adam Pearson](#)
To: [Stacie Pratschner](#)
Cc: [Mandi Roberts](#); [Emily Larson](#); [DS-Planning](#); [Delaney Knox](#)
Subject: Re: 8.26.25 Agenda: PC/CAC
Date: Monday, August 25, 2025 2:25:59 PM
Attachments: [image002.jpg](#)

Caution External Message

With apologies for the additional email, I wanted to share some info on the Dallas strip mall redevelopment I mentioned in my comments.

It is called Wheatland Plaza. [Here is a CNU article](#) on the project, and [here is the website](#).

Best,
Adam

On Mon, Aug 25, 2025 at 8:38 AM Adam Pearson <adampear@gmail.com> wrote:

Good morning!

Attached are my initial comments on the EcoDev goals and policies. Below is a summary of the broad themes in my comments, as they may become somewhat diluted over 13 pages.

1. Some policies are entity-specific (e.g., referencing EDASC, Skagit Regional Health, etc.), while others are overly broad and require definition (e.g., "sectors aligned with MV's strengths"). I'd encourage consistency in the level of detail across goals and policies.
2. A general concern is around the implementation of many EcoDev policies, given the City's lack of staffing and resources to make them a priority. To be clear, I support many of the new policies -- I just don't know where they're originating from or how realistic they are from an execution perspective.
3. Given the strong language of certain goals, e.g., "Goal 7: *Take a strong, proactive role in revitalizing downtown* as a preferred place to live, work, and play", I'd encourage stronger language around performance measurement, e.g., "Policy 7.3: *Consider establishing metrics* to measure the vitality of the downtown to include number of filled/empty storefronts." We cannot manage something we only consider measuring.
4. Downtown neighborhoods serve not only as the heartbeat of their communities, but consistently punch far above their weight in terms of tax dollars generated per acre. I appreciate the strong language of Goal 7, and I would support seeing that strong language pulled through every policy that follows.

Furthermore -- related to my post-meeting question about form-based codes from last week - I submit two links for consideration of how they may apply to MV in a "hybrid FBC" environment. I had planned to highlight key snippets of the Urbanist article, but the issues are so relevant to the conversations we're having in MV that the whole article would've been yellow.

1. [The Urbanist: How Bellingham Can Solve Its Housing Crisis](#)
2. [Introduction to SmartCode](#)

Finally, as mentioned to Stacie after the DS committee last week, I plan to attend tomorrow's meeting but will be tardy due to a prior engagement. Thank you!

Best,
Adam

On Fri, Aug 22, 2025 at 3:14 PM Stacie Pratschner <Staciep@mountvernonwa.gov> wrote:

Hello Planning Commission and Advisory Committee,

Please see attached for Agendas for our joint meeting next Tuesday, the 26th at 6 PM. Draft minutes from our 8.19 meeting are attached to the Planning Commission agenda. Please also see recent comments from CAC members [here on our City website.](#)

Thank you and have a great weekend!

My best,

Stacie J. Pratschner, AICP, RPA

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