

Economic Development Board Meeting Minutes April 15, 2022

The April 15, 2022, Economic Development Board Meeting held in person and via Zoom, was called to order at 7:30 a.m.

Board Members in Attendance:

Blake Arnold, Les Anderson, Kristine Birkenkopf, Dave Pelletier, John Russell (online)

Absent: Randy Heagle, Richard Good

Staff Members in Attendance:

Patricia Love, Sarah Cho, Audrey Rotrock

Approval of Minutes:

The Board unanimously approved the Minutes of the last meeting on March 18, 2022.

Richard Good will be resigning from the Economic Development Board.

Downtown Revitalization Project

Project Description: Reimagining Downtown Stanwood

Reimagine how the City's main downtown commercial corridor could look and function by connecting City Hall Park to the Train Station.

Vision:

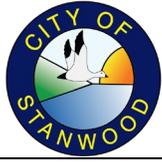
Promote a Vibrant and Economic Robust Downtown with Its Own Unique Identity

Project Goals:

- Invest in downtown business district infrastructure
- Support economic development goals
- Unify the downtown
- Enhance access to businesses
- Create pedestrian friendly streets
- Encourage use of streets for community festivals
- Promote the concept of buying local
- Create inviting community park spaces
- Enhance quality of historic east and west districts

5 Unifying Concepts

1. Create a ***pedestrian friendly*** downtown that is safe, inviting, and comfortable.
2. Provide increased ***visibility*** from SR 532 to enhance access to businesses.
3. Consistent and unified ***maintenance*** for the entire downtown.
4. Intentional ***wayfinding*** signage for all downtown.
5. Create a sense of ***unity*** in Downtown Stanwood throughout the Twin City Mile, by celebrating the uniqueness of all districts and creating infrastructure what will support and unify the entire downtown as whole.



Economic Development Board Meeting Minutes April 15, 2022

Strengths

- Strong History
- Great Businesses
- Unique Character
- Special Events

Weaknesses

- Limited Visibility
- Maintenance
- Visibility of Public Parking
- Poor Pedestrian Experience
- Lack of Cohesiveness

Principals for Inspirational Boards

- Comfortable pedestrian friendly streets
- Streets for shared use for festivals and markets
- Support economic development goals
- Invest in Downtown infrastructure
- Enhance business access
- Gateways to Downtown
- Create inviting community park spaces
- Intentional wayfinding signage
- Create a sense of unity in Downtown
- Encourage buying local
- Art installations

Implementation Strategy

Short Term Projects: 1-2 Years

- Pedestrian Amenities
 - Benches, planters, bike racks
- Wayfinding
 - Signage, kiosks, banners
- Landscaping
- Art

Long Term Projects: 3-5 years

- Roadway Improvements
- Intersection Improvements
- Art
- Traffic Congestion

The City received good feedback from the Steering Committee.

The project will be broken into phases.

The City Council supports this project.

After hearing the presentation, the Economic Development Board has concerns over parking and parking enforcement. The concerns over parking enforcement can be addressed through the Stanwood Municipal Code Update. The Board also agreed that a better location for the gateway arch would be on 102nd St. Overall, the Board supports this project.



Economic Development Board Meeting Minutes April 15, 2022

Comprehensive Plan and Municipal Code Update

The Washington State Growth Management Act (GMA) requires Snohomish, King, Pierce and Kitsap counties and cities within those counties to update their Comprehensive Plans by December 31, 2024 and every 10 years thereafter. One element of Comprehensive Plan updates is to ensure cities plan for their projected urban growth over the next twenty years.

Using the state's project growth forecasts, the regional planning organizations prepare growth strategies based on their region's unique characteristics. The Puget Sound Regional Council (PSRC) prepares the visioning document, Vision 2050, for the four-county region of Snohomish, King, Peirce and Kitsap. Stanwood is the most northern city within the PSRC boundaries.

Vision 2050 sets the framework for how and where growth is expected to occur by establishing regional growth strategies and targets. Vision 2050 estimates that the Puget Sound could grow by 1.5 – 1.8 million people by 2050. To accommodate that growth the regional growth strategy states that growth should be focused near transit infrastructure and urban centers.

GOAL: *The region accommodates growth in urban areas, focused in designated centers and near transit stations, to create healthy, equitable, vibrant communities well-served by infrastructure and services. Rural and resource lands continue to be vital parts of the region that retain important cultural, economic, and rural lifestyle opportunities over the long term.*

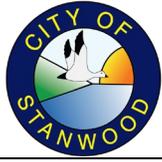
Applying this strategy, growth is dispersed by county into the following general population categories:

- **Metropolitan and Core Cities:** Cities with regional growth centers connected to high -capacity transit systems.
- **High-Capacity Transited Communities:** Cities and unincorporated county areas that are connected to regional high-capacity transit systems.
- **Cities and Towns:** Smaller cities and towns served by local transit. Stanwood falls into this category.
- **Urban Unincorporated Areas:** Urban areas within Counties served by transit and identified as areas for potential annexation.
- **Rural Areas and Natural Resource Lands:** Rural areas outside of urban growth areas.
- **Major Military Installations:** Hubs for both military and civilian employment and population.
- **Indian Reservation Lands:** Homelands of sovereign tribal nations.

Stanwood falls into the cities and towns category as it is not connected to the regional transit system. Vision 2050 anticipates that the Snohomish County Cities and Towns Category should grow by 9.5% in the next twenty years.

With the adoption of the regional growth strategies, each county then begins the process to determine how best to distribute the population growth among its cities and unincorporated areas. Snohomish County is expected to take nearly a quarter of the regions projected growth, approximately 424,000 people.

Stanwood's 2044 growth target is 3,258 people and the UGA's target is 290 for a total of 3,548 new residents. Of the 11% county growth that is anticipated to go into the Cities and Towns category, Stanwood and its urban growth area is anticipated to take 1.2%.



Economic Development Board
Meeting Minutes
April 15, 2022

The current Comprehensive Plan includes the following 2035 growth targets:

2035 Growth Target

City: 10,116
UGA: 969
Total: 11,085

Projected new 2044 growth:

2044 Growth Target

City: 10,963
UGA: 432
Total: 11,395

Difference: 310

The City needs to plan for an additional 310 new residents through the Comprehensive Plan Update process.

Applying a similar approach to the population growth targets, the city also needs to plan for employment growth. The following charges show the assigned employment growth to the City of Stanwood.

Stanwood's 2044 employment target is 5,073 jobs and the UGA's target is 726 for a total of 5799 new jobs. Of the 7.7% county growth that is anticipated to go into the Cities and Towns category, Stanwood and its urban growth area is anticipated to take 1.0%.

The current Comprehensive Plan includes the following 2035 growth targets:

2035 Employment Target

City: 4,688
UGA: 1,035
Total: 5,723

Projected new 2044 growth:

2044 Employment Target

City: 5,073
UGA: 726
Total: 5,799

Difference: 76

The City needs to plan for an additional 76 new jobs through the Comprehensive Plan Update process. Next steps include evaluating the city's land uses against these new targets to determine needed capacity and types of land use needed to accommodate the expected growth.



Economic Development Board Meeting Minutes April 15, 2022

Municipal Code Update Project – Potential Amendments

The last comprehensive update to the Stanwood Municipal Code occurred in 1968. As the City has grown and development has increased over the years, so has the need for updated regulations. Fifty years of amendments has resulted in inconsistencies, conflicts and outdated regulations. The City desires to adopt a modernized Municipal Code that reflects the character of Stanwood and meets the current needs of the community.

The new code should reflect best practices with respect to the content and administration of the code. The update needs to be user friendly for staff, property owners and developers by 1) removing legalese and jargon unfamiliar to the lay person, 2) improving clarity and overall functionality, and 3) reflect regulatory best practices. It is also envisioned that the update will include tables and illustrations whenever possible to help convey concepts. Lastly, the updated code must be consistent with current case, state and federal laws. The following principals have been drafted to guide the update process.

- Focus on improving the code to eliminate deficient, outdated, overly or unnecessarily complex codes that inhibit development.
- Make the code internally consistent between Titles and Chapters.
- Create a user-friendly code that is easy to administer by staff and easily understood by developers and the community.
- Use plain, easily understood language in describing requirements and procedures.
- Identify existing development regulations that need to be revised or updated to be consistent with the Comprehensive Plan.
- Standards and regulations should reflect current needs and desires of the community.
- Ensure compatibility with current state and federal law.
- Evaluate the code for regulatory gaps.
- Eliminate “repealed” or “deleted” titles, chapters, or sections.
- Apply form-based concepts and development flexibility where appropriate.
- Insert tables, graphics and/or illustrations wherever necessary to convey concepts.

The City asked the Board to send any comments about the Comprehensive Plan Project or Municipal Code Update to Patricia Love or Audrey Rotrock.

Blake Arnold volunteered to be on the Advisory Committee.

One concern brought up during the meeting is enforcement on derelict properties and adding maintenance requirements to Title 13: Code Enforcement.

Vision Statement

One of the first steps in drafting a Comprehensive Plan is preparing a clear vision statement. This statement should be descriptive, yet concise, focusing on the values of the community. All other goals and polices are then built upon the guidance of the vision statement. Effective vision statements include three parts: Vision Statement, Mission of the Organization, and List of Core Values.

2024 Draft Vision Statement:

Promote the City of ***historic downtown*** Stanwood as the commercial and cultural center ***heart*** of the Greater Stanwood/Camano region by preserving its distinctive small-town character while strategically planning for future growth and economic development opportunities ***of the entire City***.



Economic Development Board
Meeting Minutes
April 15, 2022

Mission:

The Mission of the City of Stanwood is to create and maintain a community where people can live, work and play in an environment that is safe, vibrant and aesthetically pleasing. Stanwood: is inclusive of everyone, includes the community in its decision-making process; ensures a thriving local economy, provides transparent government, and is responsive to the needs of the community.

Values:

The following core values represent the desires of the community and provides a common basis for developing and implementing the City's 2024 Comprehensive Plan:

Sense of Community: Retain the City's small-town rural character and identity at all costs. ***Retain the City's strong sense of community by fostering a family friendly culture that protects the areas natural beauty, celebrates its rural roots, promotes local businesses, and provides spaces for families to work and play.***

Livability: Continue to make Stanwood a desirable place to live by investing in the historic downtown, new uptown commercial areas and residential neighborhoods to create an aesthetically pleasing community.

Mobility: Stanwood should provide for all forms of multi-modal transportation, including includes trails, sidewalks, bike lanes, transit and private vehicles.

Growth: Manage growth to avoid suburban sprawl ***and expansion of the City's urban growth boundaries*** while protecting ***ensuring new development conforms to*** the city's small-town community character.

Economic Development: Focus on retaining the city's role as the center of the Greater Stanwood area by pursuing new endeavors that support the downtown and leverage Stanwood's location as an urban center surrounded by world class agricultural land.

Environment: Protect the environment while promoting access and tourism to local natural features.

Parks: Develop a parks system that provides public spaces for all age ranges that bring people together to create a more vibrant, healthy and equitable community.

After discussing the revised Vision Statement, Mission, and Values, the Board supports the changes with the addition of "Community Events" and revising the term "provides spaces for families to work and play" into a more inclusive term to "Sense of Community".

Business License Analytics

In the month of March, the City received a total of 41 new business applications – 23 Non-Resident Business, 9 Home Occupation Business Licenses, and 9 City Business Licenses.

Discover Stanwood Camano Updates

Analytics for the month of March are as follows: Users: 1,170, Page views: 2,072.

The Acquisition Overview is 49.4% Direct, 41.5% Organic Search, and the remaining 9.1% through Referral and Social.

The audience locations were from Washington: 553, Virginia: 99, California: 36, Oregon: 40, and Texas: 29.



Economic Development Board
Meeting Minutes
April 15, 2022

There will soon be a photography project added to the website. At the next Economic Development Board meeting, staff will include the number of followers through social media.

The Board requests that the new City Transit bus routes be advertised on their website in order to let employees of local businesses and residents know Transit's new schedule. Staff will invite Community Transit to the June meeting to give a presentation on their new bus routes.

Upcoming Items

May 2022 Economic Development Board Meeting is cancelled

Housing Demographics

Community Transit

Adjourn: 9:12 am

Next meeting: June 17, 2022 at City Hall at 7:30 am

Audrey Rotrock, Associate Planner