



City Council Committee Meeting Agenda

Community Development Committee

This meeting will be conducted in person at City Hall at 10220
270th Street NW, Stanwood, WA 98292

<https://www.stanwoodwa.org>

Thursday, May 2, 2024, at 5:00 PM

1. Draft 2024 – 2044 Comprehensive Plan Review and Comments
2. City of Stanwood Strategic Plan
3. American Legion Storefront Improvement Project Request



**CITY OF STANWOOD
COMMUNITY DEVELOPMENT COMMITTEE
AGENDA STAFF REPORT**

DATE: May 2, 2024

SUBJECT: May CDC Agenda Topics

FROM: Patricia Love, Community Development Director
Tansy Schroeder, Senior Planner

Draft 2024-2044 Comprehensive Plan

Throughout 2022 and 2023 staff had been working on updating the Stanwood Comprehensive Plan. In April staff delivered the Committee with the first full draft of the Plan and provided an overview of the Plan contents. The Committee was given a month to review the draft and come back with questions and comments. The intent of the May meeting is to go over the Committees comments and suggested changes to the Plan.

City of Stanwood Strategic Plan

The 2022 / 2023 work plan includes the adoption of a strategic plan for the City of Stanwood. Pat Adams, Human Resource Manager, has been leading this effort for the City.

While the Council has historically adopted budgeting goals every two years, the City does not have a long-term strategic plan that outlines City priorities that span several years or budget cycles. A strategic plan can provide elected leaders with the framework, or roadmap, for making policy and resource decisions consistent with the City's vision and mission statements. Because strategic plans typically cover a five-to-six-year time period, it also provides the time necessary to implement long-term infrastructure projects, such as the IS4 project, or economic development strategies like the Downtown Beautification initiatives. Since strategic plans are adopted by the Council, they can also be updated as needed to adapt to changing priorities.

The draft Plan contains goals and initiatives derived from the extensive public outreach conducted from the Comprehensive Plan project. Each goal is based on a recurring theme that was important to the community while the initiatives provide strategies on how to achieve that goal.

Below are the draft goals and initiatives for the Committees consideration.

Goal 1 – Building Strong Communities

Strengthen our Foundations for Connecting Neighbors and Enhancing our Neighborhoods.

Description: This initiative focuses on strengthening the physical connections between Stanwood neighborhoods and the social fabric that connects neighbors and the community as a whole; retaining a strong sense of community and fostering a family-friendly culture.

Initiatives:

- Work with partners to bring a strong regional approach to transportation and transit issues.
- Work with regional stakeholders to enhance rail service and related regional trail connections to Stanwood.
- Continue to partner with WSDOT to improve SR 532 intersections.
- Increase multi-modal mobility connections throughout the community through the use of complete streets guidelines.
- Prioritize connecting neighborhoods to schools, parks and shopping by improving and building new and infill sidewalks, trails and multi-purpose paths.

Goal 2 – Quality of Life

Cultivate an Outstanding Quality of Life for All Residents.

Description: Continue to make Stanwood a desirable place to live by investing in the historic downtown, new uptown commercial areas and residential neighborhoods to create a safe, healthy, vibrant and esthetically pleasing community.

Initiatives:

- Implementation of the Capital Improvement Program (CIP).
- Implement the City's Beautification Action Plan Improving the City's Attractiveness as a Regional Destination.
- Invest in the Twin City Mile Project.
- Adopt plans and ordinances that provide for Mixed-Use developments that encourages businesses and residents in key areas.
- Reduce our environmental impact through sustainable practices and responsible resource management.

Goal 3 – Financial Accountability

Maintain Financial Stability, Efficiency and Accountability.

Description: Be responsive to the needs of the community while safeguarding the financial stability and economic success of the City.

Initiatives:

- Evaluate, develop and maintain finance policies and procedures to provide clear guidance and ensure compliance.

- Simplify manual processes to drive efficiency and effectiveness and prepare for transition to automated and digitization.
- Support continual learning through staff development plans, training and certification opportunities.
- Identify and leverage the benefits of different work modes to implement a flexible work structure that is fair, equitable, agile and effective.
- Develop dynamic and forward-looking financial information to proactively support capital and operational planning.
- Define a reporting strategy to ensure timely review of information and identification of issues requiring action.

Goal 4 – Public Safety

Deliver High Quality Public Safety and Other City Services to Ensure that Stanwood is a Safe and Healthy Place to Live, Work and Play

Description: Continue to serve and partner with the community to preserve public safety and promote a safe and secure environment for all who live, work and visit the City of Stanwood.

Initiatives:

- Encourage and fund public engagement opportunities such as National Night Out, Touch a Truck, Coffee with a Cop, Townhall Talks with the Mayor, or other similar programs to create positive community interactions with the Police Department and City Hall.
- Pursue development of Neighborhood Watch and Volunteer Citizen's Patrol.
- Create local partnerships to help address the needs of those dealing with homelessness, addiction, mental illness, abuse, poverty and veteran issues.
- Apply Crime Prevention Through Environmental Design (CPTED) principles when designing parks and other City improvements.
- Assess local trends and strategies to improve the City's community policing program to enhance community relationships through de-escalation/crisis training and adopting crime prevention programs that build a stronger and safer City.
- Implement Code Enforcement strategies to reduce nuisances, enhance visual appearance and improve overall health and safety.

Goal 5 – Economic Development

Promote Local Businesses and the City as a Great Place to Do Business.

Description: Small businesses drive the Stanwood economy, creating jobs, services, and a tax base to support City services. The City's economic development efforts will create jobs by supporting existing and new companies within our community. The focus will be on local businesses and creating a climate where they can thrive.

Initiatives:

- Update the City's Economic Development Plan to enhance the business climate and strengthen the success of local businesses.

- Collaborate with partners to strengthen the skills and employment opportunities of Stanwood residents.
- Work with community and business partners to expand arts and cultural offerings.
- Promote Stanwood's offerings to regional visitors.
- Focus economic development efforts on continually building a sustainable local economy.

Goal 6 – Managing Growth

Set Clear Targets for Growth and Implement Measures to Ensure that Growth Occurs in a Sustainable and Controlled Manner.

Description: Balance the need for growth with the need to maintain stability and sustainability. Prioritize long-term success over short-term gains.

Initiatives:

- Adopt zoning regulations that allow a variety of housing types in residential zones.
- Encourage the use of sustainable and energy efficient building materials as part of the City's land use development code.
- Apply growth management strategies to meet population and employment targets.

Goal 7 – Parks and Recreation

Establish a Sustainable Model for Strengthening and Expanding our Parks, Trails and Public Spaces.

Description: Improvements to our existing parks system are envisioned to increase the number, quality and diversity of the community's parks, trails and public spaces, with additional programming to activate these spaces. These important investments in the Stanwood community will require new resources to fund these improvements.

Initiatives:

- Complete the downtown loop trail system, commonly known as the Stanwood Port Susan Trail.
- Fund the build out of Church Creek and Heritage Park Master Plans.
- Evaluate opportunities to locate a neighborhood park in the uptown area.
- Work with partners to increase educational, recreational, and cultural opportunities.
- Establish a sustainable funding model to maintain and expand the City's existing system.
- Assess the feasibility of establishing a Recreation Program as part of the new funding model.

Storefront Improvement Program Eligibility - American Legion Request

In February of 2023 the City Council approved the Storefront Improvement Program which is intended to preserve and enhance the charm of the downtown commercial retail area, while also encouraging investment in downtown, through visual and physical improvements to storefront buildings. The program was funded for a minimum of two years – 2023 and 2024 – at \$100,000 per year.

Throughout 2023 various non-profit organizations expressed interest in applying for the Storefront Improvement Program. At the time, Council decided to keep eligibility for businesses only. The American Legion has requested funds to install new signage and paint a mural on the building. As they are a non-profit they do not qualify under the program. The Community Resource Center and the School District have also requested funds under the program in the past. In March, the Community Development Committee noted their interest in potentially relooking at this policy since not all of the funds allocated in 2023 were used.

If the Committee is interested in amending the policy, staff is recommending limiting funds to those non-profits directly located on a major roadway: 88th Avenue, 92nd Avenue, 102nd Avenue, 271st Street or 270th Street. If the Committee is supportive, staff also recommends that priority be given to businesses first and non-profits secondly if program funding runs low.

American Legion Post 92 is a 102-year-old organization serving the Stanwood area and is located on 88th Avenue in downtown. They are a non-profit organization that supports veterans from all branches of the United States Armed Forces. The primary purpose of the American Legion is to advocate for the interests of veterans, promote patriotism and national security, support youth programs, and serve communities. They provide a range of community services and programs including assistance with veterans' benefits claims, advocating for veterans' rights, supporting military families, sponsoring youth programs, and organizing community service initiatives.

Their request includes two components consisting of updating their current reader board sign and painting a new mural on the building.

Replace the existing reader board with a new, electronic reader board of similar size. Their veterans' have been struggling to manually update the reader board. The design of the sign, and whether or not it will include any permanent text or logos, is still pending



Re-paint the American Legion Emblem as a mural on the south side of the building facing Rite-Aid and SR 532. The emblem's primary color is blue which they believe will complement the Stanwood Arch.



Example of emblem