

City Council
COMMUNITY DEVELOPMENT COMMITTEE

April 13 2017 Meeting

The Community Development Committee met on March 9, 2017 with Councilmember Rob Johnson, Elizabeth Callaghan and Dottie Gorsuch as well as Ryan C. Larsen Community Development Director and Deborah Knight City Administrator present. Members from the public was also present – Peter Morris and Steve Shepro.

Community Development Director Ryan Larsen reviewed and discussed the following items with the Committee:

1. TN Zone

Staff provided the Community Development Committee with the proposed edits to the Traditional Neighborhood zone. Staff as the Committee for final feedback f on the desired direction for the proposed edits. All proposed edits are in the strikethrough (for deletion) and underline (for addition) format to show the proposed changes. Staff is provided density calculations showing what density can be achieved for the existing rules today and proposed rules. Staff also provided copies of the City zoning and Future Land Use Map (FLUM) from 2012 and the existing zoning map to show the change in the TN zoning locations since the Comp Plan Update in 2015.

The Committee discussed the housing mix type under SMC 17.47.040(1). Staff presented another cities code from Powder Springs, Georgia that presented a slightly diffent approach to allowing for a mixture of units. The Committee agreed to utilize Powder Springs housing mix type to replace the current version.

The Committee recommended no other changes.

2. Cottage House Square Footage

City staff briefly reviewed the square footage and wanted clarification as to the original intent of the Maximum Building Area of 1,200 sq. ft. After discussion with the Committee it was determined the intent was the 1,200 sq. ft Maximum Building Area was the total area of the structure regardless of a garage being attached. So, if a 400 sq. ft. garage was attached then there would only be 800 sq. ft. of livable area. If no garage was attached then there would be 1,200 sq. ft. livable area.

3. Professional Services Agreement – Katherine Bartholomew

Removed from agenda.

4. Update on Economic Development Strategy

City Administrator Deborah Knight updated the Committee on the Economic Development Strategy of the City over the last few years. Since 2012, the city has pursued an economic development strategy focused on tourism promotion and marketing. This strategy was anchored in the 2010 Economic

Development Action Plan and the 2012 Sustainable Design Action Team efforts. Both efforts recommended the city use its resources to bring outside visitors to community.

The city has accomplished a number of the specific initiatives identified in the 2010 Economic Plan and the 2012 SDAT:

- Developing the recognizable “Discover Port Susan” brand to bring visitors to Stanwood and surrounding communities
- Publishing a successful visitor magazine paid for by advertisers, grant revenues and city funds
- Launching the Discover Port Susan website and Facebook page
- Building a positive working relationship with the Stanwood and Camano Island Chambers; and business owners in the historic business districts
- Growing family friendly special events using community sponsors to underwrite costs – Touch a Truck, Summer Concert Series, Movies in the Park, National Night Out and Light Up Your Holidays
- Acquiring publicly accessible park land on the Stillaguamish River
- Planning a motorized and non-motorized boat launch
- Using grant funds and city revenues to address long-term flooding issues
- Connecting trails and sidewalks to downtown Stanwood
- Improving the city’s reputation as a place to develop and do business
- Creating a customer focused staff
- The city pursued this strategy, in part, because there was limited opportunity for business recruitment and retention efforts during the Great Recession. It now appears that the recession has ended and economic development is returning to Stanwood.

The policy question for the City Council is whether to advance the city’s economic development strategy from tourism promotion and marketing to business recruitment and retention.

In order to help answer this question, city staff asked the Economic Development Board to review the city’s past economic development efforts, assess the current market and recommend whether a new approach would be beneficial at this time.

City staff introduced this idea to the city’s economic development board at its February meeting. The featured speaker in February was Bob Stowe, the former city manager for the City of Bothell. Mr. Stowe was also the city manager in Mill Creek and is credited with developing the Mill Creek Town Center.

The board discussed Mr. Stowe’s presentation at its March meeting and agreed to a special meeting on March 30, 2017 to revisit the city’s long-range economic development plans. Attachment A is a copy of the PowerPoint slides used at the special meeting.

The board will meet in April and May to discuss the areas of focus and craft a proposal. The goal is to bring a recommended strategy and a funding proposal to the city council’s consideration at its June 29, 2017 workshop.

