

1. Agenda

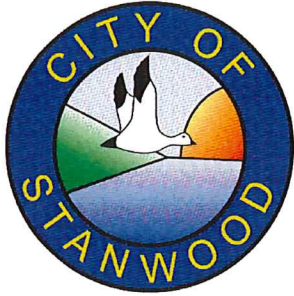
Documents:

[11-8-2018 CDC AGENDA.PDF](#)

2. Meeting Materials

Documents:

[11 8 2018 CDC AGENDA PACKET.PDF](#)



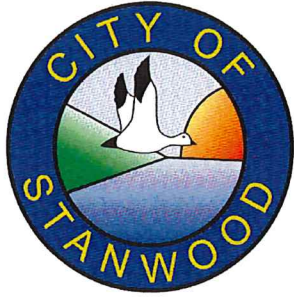
City Council Committee Meeting Agenda

Community & Economic Development Committee

Stanwood-Camano School District
Administration Building Board Room
26920 Pioneer Highway, Stanwood

Thursday November 8, 2018 6:00 PM

1. Hotel / Motel Grant Application
2. Richardson Street Vacation
3. Heritage Park Expansion
4. SR 532 / 72nd Avenue Capital Improvement Project
5. EDB Hotel /Motel Meeting Recap



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

DATE: November 8, 2018 Meeting

SUBJECT: November CDC Agenda Topics

FROM: Patricia Love, Community Development Director

Hotel / Motel Grant Application:

The City of Stanwood applied for a Hotel / Motel Grant application to help cover the publishing costs of the Discover Stanwood Camano magazine. At the end of September the City was notified that the Lodging Tax Advisory Board voted to partially fund our request in the amount of \$8,000. The County Tourism Promotion Coordinator will be taking the full funding list to the County Council for formal approval. After the County Council approves the list, the City will be provided a copy of the contract for acceptance by our City Council.

The following scope of work will be included as exhibit to the contract:

- A. ***Magazine Production:*** Two seasonal, 16 page, magazines will be produced in 2019: a spring / summer and a fall / winter edition.
- B. ***Advertising Content:*** A subcontractor (Philips Publishing) will be responsible for soliciting advertising for the Magazine. All advertising content will be submitted for review and approval by the date set forth in the Production Calendar. In addition, the City will subcontract with the Stanwood Chamber of Commerce to manage the editorial direction of the bi-annual Discover Stanwood Camano magazine (on shelves April 29, 2019 and October 3, 2019) including writing, editing, and proofing editorial content; soliciting high quality images from local photographers and distributing the final product throughout the community. In addition, DSC will produce informational rack cards as well as digital advertising content to promote the brand.
- C. ***Distribution:*** Approximately 15,500 magazines will be produced and distributed along the I-5 Corridor. 500 will be given to Angel of the Winds Casino and another 1,600 will be distributed through City Hall.
- D. ***Online Versions:*** An online, flip book version of each Edition will be published. The online version will include feature articles and hyperlinks for Advertising Content.

- E. **Advertising Logo's:** The 2019 versions of the Discover Stanwood Camano will include the new Discover Stanwood Camano logo and the new logo for the Seattle NorthCountry brand.

Richardson Street Vacation:

Approximately a year ago, the City Council held a public hearing on a street vacation request by Carrie Richardson. Ms. Richardson requested to vacate a portion of the unopened 270th St. NW and Camano St. right-of-way which is currently being utilized for parking at the Home Center. The Council unanimously approved the street vacation and directed staff to obtain the necessary survey, legal description and valuation. Those items are now complete.

While obtaining the appraisal for the portion of the right-of-way to be vacated, Ms. Richardson approached the City with the idea to exchange property as option versus paying half the cost of the appraised right-of-way value as required by the state law. Ms. Richardson owns the parking lot in front of the Stanwood House on 270th Street. The Mayor was supportive of this idea as the City desires abundant parking for commercial uses and festivals.

Ms. Richardson obtained the following appraisal values for both the proposed right-of-way vacation and of the parking lot.

Site	Appraised Value
270 th Street Right of Way	\$41,000
Richardson Parking Lot	\$95,000

Since the parking lot is appraised more than double the right-of-way, Ms. Richardson would like to retain use of approximately 6 parking stalls in the 16 stall lot. The question before the CDC is if the Committee is supportive of a property exchange instead of a direct payout of half the assessed value?

Richardson Street Vacation Application



Proposed Property Exchange
October 9, 2018

Property Highlighted in Blue:
Street Vacation Request
Next to Furniture Store:

Appraised Value = \$41,000
½ Value Payment = \$20,500

Property Highlighted in Red:

Instead of Paying ½ Value
For the ROW, Ms. Richardson
Is Proposing a Property
Exchange Reserved Use of
Approximately 6 Parking Stalls

Appraised Value = \$95,000

Heritage Park Master Plan Expansion:

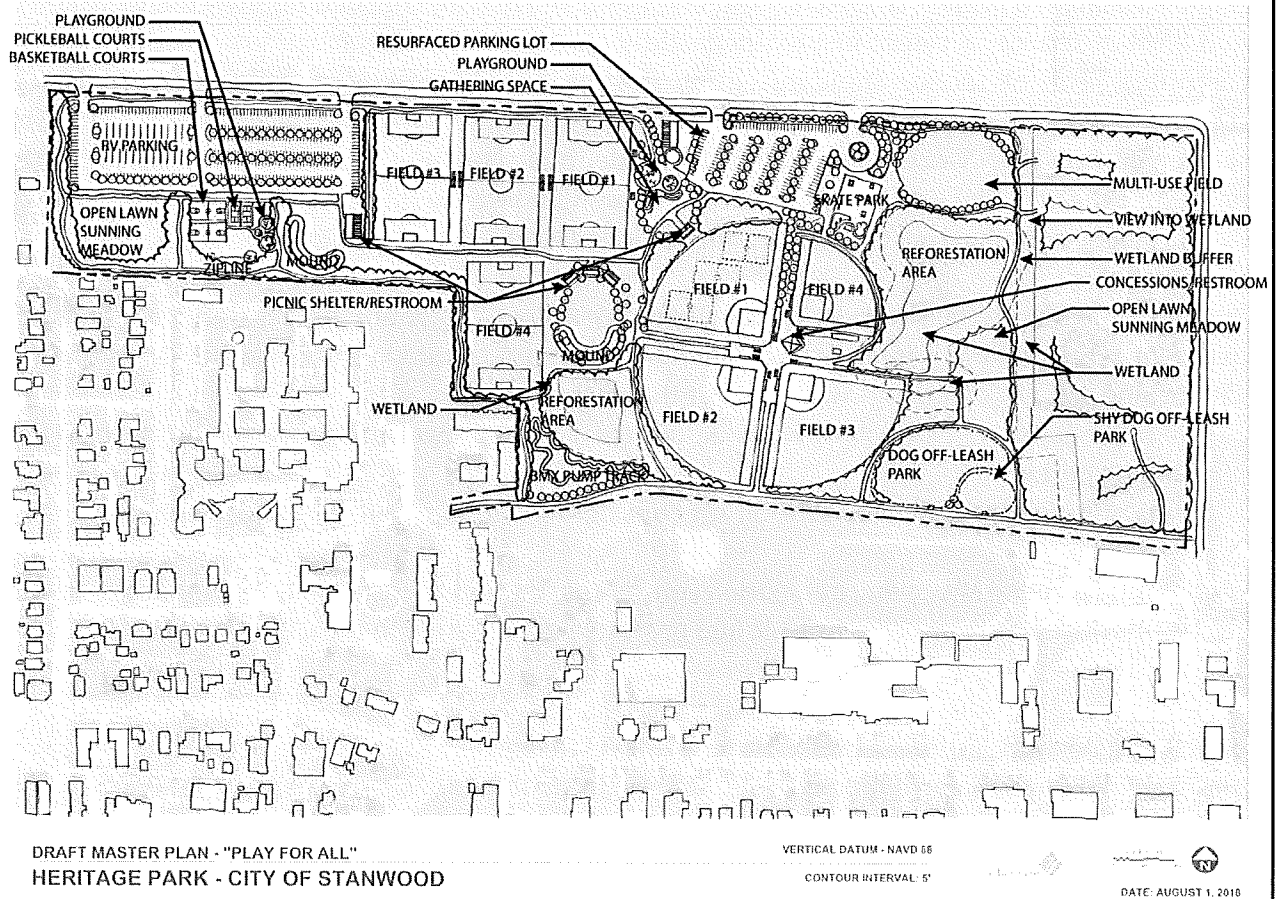
After the last CDC meeting, the City reached out to Terry Richardson of Josephine Caring Community to discuss the City's plans for Heritage Park. Jennifer Olson, City Administrator, and Patricia Love, Community Development Director, met with Administrator / CEO Terry Robertson about future plans for the Park.

The meeting was very positive and Mr. Robertson gave the City permission to conduct a wetland evaluation on the property and is willing to discuss potentially selling a portion of the Josephine property to the City. He has also agreed not to list the property for about three months while we investigate the site and potential purchase options. He did note that they are not interested in a Right of First Refusal Agreement.

The City is in the process of getting a quote for the wetland evaluation and is working with the City Attorney on how to proceed with a potential purchase and sale agreement.



Draft Heritage Park Master Plan



SR 532 / 72nd Avenue Capital Improvement Project:

Over the last few months, the Planning Commission and Economic Development Board have asked if the City has identified a capital improvement project for the SR 532 and 72nd Avenue intersection. This inquiry has come about due to recent resident concerns about pedestrians crossing SR 532 to the nearby commercial center near Haggen's grocery store.

For capital projects to receive funding, a project needs to be listed on the City's Comprehensive Plan Capital Improvement Project (CIP) list. The City maintains two lists: 6 year and 20 year lists. The 6 – year list is list projects with associated funding that the City anticipates to complete within a 6-year period. The 20 –year list (or more) is a list of needed projects within the City, but are not yet funded.

Projects listed on either the 6 or 20 year lists are generally: 1) projects that reflect needed safety improvements or 2) projects that address level of service deficiencies. Stanwood has an adopted 20 year CIP that was originally adopted with the 2015 Comprehensive Plan and that is updated annually: generally with the budget cycle. Projects are broken down into seven categories: Fire, Buildings, Streets, Parks, Water, Sewer, and Drainage. For the purposes of this discussion, this report focuses on streets / transportation / pedestrian improvement projects.

When determining if a project is listed on the CIP, the City evaluates needed improvements based on adopted level of service, accident history, and safety concerns. If a corridor or intersection does not meet adopted level of service standards using existing and 20 year growth projections, the City determines the type of project(s) that are needed to improve the level of service and it is then listed on the 6 or 20 year CIP. Once a project has been identified for the CIP, then it must be prioritized against other projects. The City identifies projects based on priority (high, medium and low) and how quickly a project can be funded/built (near, mid, or long term).

Attached is a presentation showing the findings regarding the need for a safety or pedestrian improvement project at the intersection of SR 532 and 72nd Avenue. In short, neither City's 6 nor 20 year CIP include any projected improvements at that location.

- The intersection is and will operate below the adopted level of service in the next 20 year planning period.
- Safety criteria established by WSDOT for considering improvements, has not been met.

If the City is interested in improving pedestrian comfort at the SR 532 crossing, then that project would need to be prioritized against other established projects already listed in the CIP.

Economic Development Board – Hotel / Motel Meeting Recap:

John Hanstad and Randy Heagle met with Sun Choy, a local hotel developer in the Puget Sound Region, to discuss the potential to bring a hotel to Stanwood. Stanwood would be considered a "secondary market" that could potentially support a boutique hotel if the timing is right with the economy and if there is business demand. The following is a general summary of needs by hoteliers:

- ***Land Size:*** Approximately 1.5 acres on relatively flat land without critical areas and outside of the floodplain
- ***Number of Rooms:*** 80 +
- ***Cost:*** A minimum of \$17 Million with a 12-15 year return rate
- ***Amenities:*** Close to I-5 with nearby retail and restaurants
- ***3 Factors That Support Hotels:*** Businesses that require overnight stays – preferably Fortune 1,000 businesses, tourism, and residential demand
- ***Incentives:*** Completed right-of-way improvements, reduced or waived utility connection fees and permitting fees, and allowing overhead power
- ***City Options to Attract Hotel Development:*** Use of Planned Actions, Development Agreements, Binding Site Plans and Completed Environmental Review and Documentation