

1. Agenda

Documents:

[AGENDA.PDF](#)

2. Meeting Materials

Documents:

[APPROVAL OF MARCH, 21, 2019 MINUTES.PDF](#)

[BEAUTIFICATION PROJECTS OVERVIEW.PDF](#)

[WAYFINDINGS GATEWAY PROGRAM OVERVIEW.PDF](#)

ECONOMIC DEVELOPMENT BOARD



APRIL 18, 2019



Economic Development Board

Thursday, April 18, 2019, 9:00 a.m.

City Hall Conference Room, 10220 270th St NW, Stanwood, WA

Agenda

1. Approval of March, 21, 2019 minutes
2. Wayfinding's Gateway program overview -presented by Patricia Love
3. Beautification Projects overview- presented by Jennifer Ferguson
4. Board member updates
5. Other Business

ECONOMIC DEVELOPMENT BOARD

March 21, 2019 Meeting

Attendance:

Board Members	Staff	General Public
Les Anderson John Hanstad Ken Kettler Randy Heagle	Jennifer Ferguson, CA Patricia Love, CDD	Kelsey Rueter on behalf of David Pelletier Sally Pray George Llewellyn

Absent:

John Russell

David Pelletier

Review Minutes of December Meeting

Motion to approve the February 21, 2019 meeting minutes as presented was made by Les Anderson and seconded by John Hanstad.

Business Retention Program

Jennifer Ferguson presented an overview of the program. Board members provided feedback and would like to see a business communication page for e-networking and a “Business Testimonial Section” in the Business E-newsletter. The Board recommended a Business centric event in the spring to kick off the program.

A motion to recommend the program’s adoption by Council was made by John Hanstad and seconded by Les Anderson.

I-5 Billboard Program

Jennifer Ferguson presented an overview of the program. Board members provided feedback, costs will be added to the flyer.

Board Member Updates

Other Business

Discussion of Gateway sign. Patricia Love will provide a high level overview at the next Planning Commission meeting then bring it to the Economic Development Board.

Next Meeting

The next meeting is scheduled for Thursday, April 18, 2019 at 9:00 am at City Hall. Agenda topics include:

- Community Survey
- Beautification Projects
- Demographics Overview
- Wayfinding’s Gateway program overview

City of Stanwood WAYFINDING PROGRAM

Economic Development Board

April 18, 2019



Purpose of Wayfinding Program

- Support Local Businesses
- Promoting Economic Development Activities
- City Beautification



History

2003

Design Stanwood Recommended Adopting a Gateway and Signage Plan

Common materials

Symbols

Colors

City Entry Locations

District Locations

Identify Neighborhoods

Gateways and Signage

Dave Christensen, AIA Architect and Master Planner
Dave Markley, PE Transportation Planner and Engineer

Gateways

The automobile will remain the primary mode for people traveling to Stanwood. Yet, for a visitor (and even some newer residents) who is unfamiliar with the City, there is little in the way of visual clues to tell them they have arrived. Existing visual indicators are often easily misinterpreted, misleading, incorrect, diluted by other signs or visual distractions, or non-existent. Since entry to Stanwood is also unclear from the land development pattern, it will be critical to establish consistent series of indicators to let visitors know when they enter the city and how to access the downtown.



To that end, the City should develop a coordinated gateway and signing program that uses common materials, symbols and colors to designate entrances to the City, entry into distinct districts and neighborhoods, and major public places. Significant entry locations and intersections should be accentuated with some landscape feature to announce arrival at a place or acknowledge a transition into another part of town.

Street Signs Several community members expressed a desire to revive the original street names to reinforce the historical heritage of the downtown area. This desire must be balanced with the need for the functional mailing/delivery address and emergency response location requirements. One approach for accommodating both objectives is to modify the street signing system with dual labels – one being the historically “named” street and a second being the current “numbered” street designation. A variety of signing options (both labels combined on one sign or a combination of individual signs) should be considered. Likewise, the community may choose to select a sign color combination that is different than the traditional white lettering on



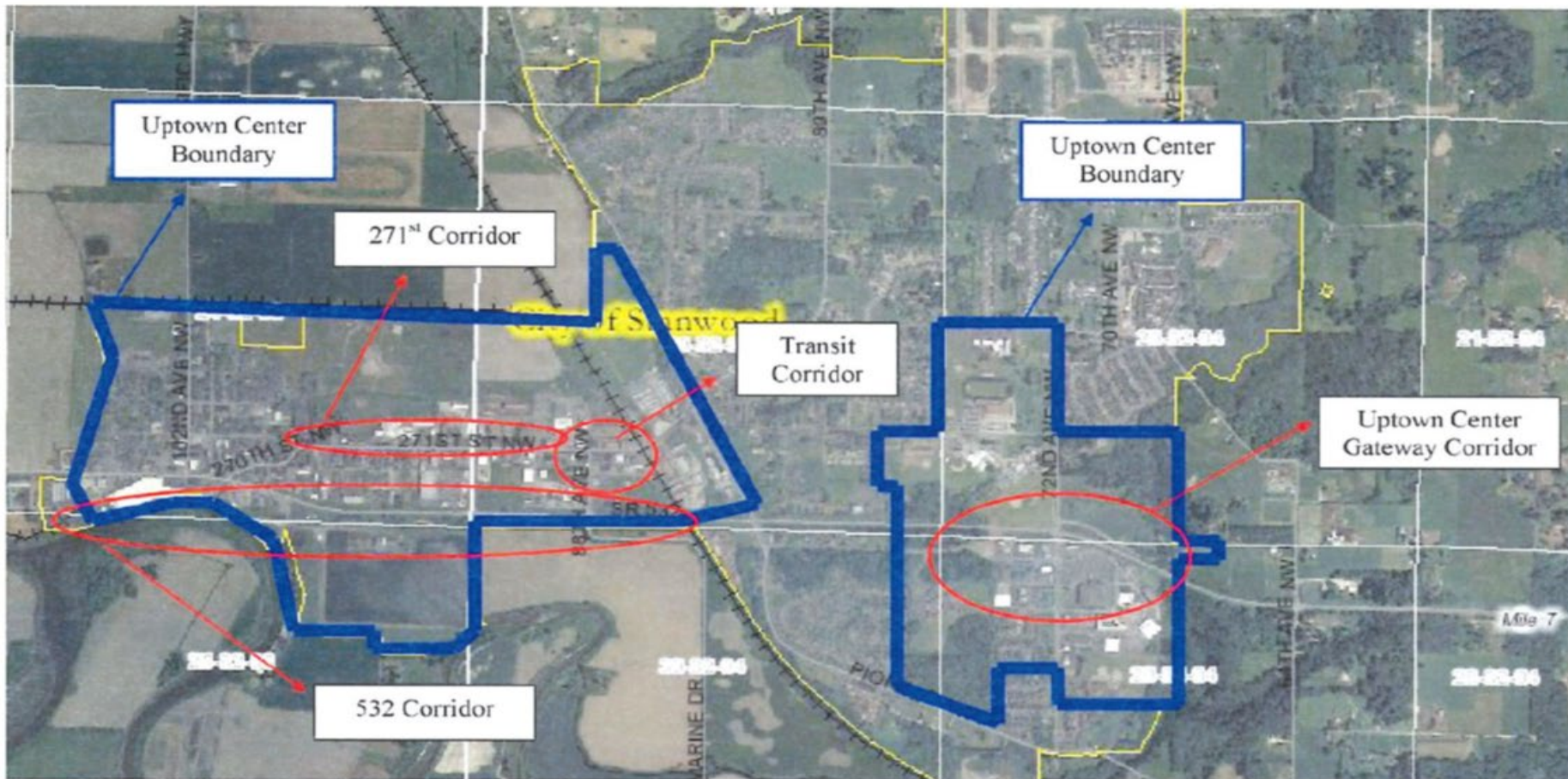
green background.

Other visual elements that can serve as visual keys to identify the downtown or sub-areas within the downtown include lighting standards (which also enhance pedestrian safety), flower baskets, flower pots, landscaping, and street furniture.

History

2010

Stanwood Economic Development Action Plan - Gateway Corridor Theme

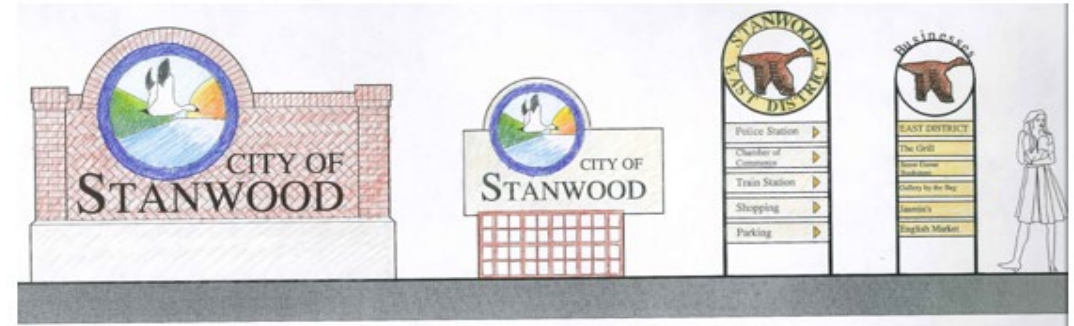


Overview of District Corridors Citywide

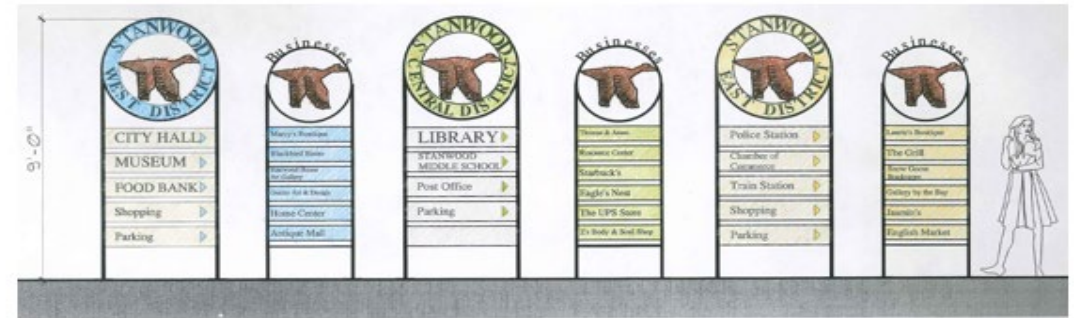
History

2011 / 2012

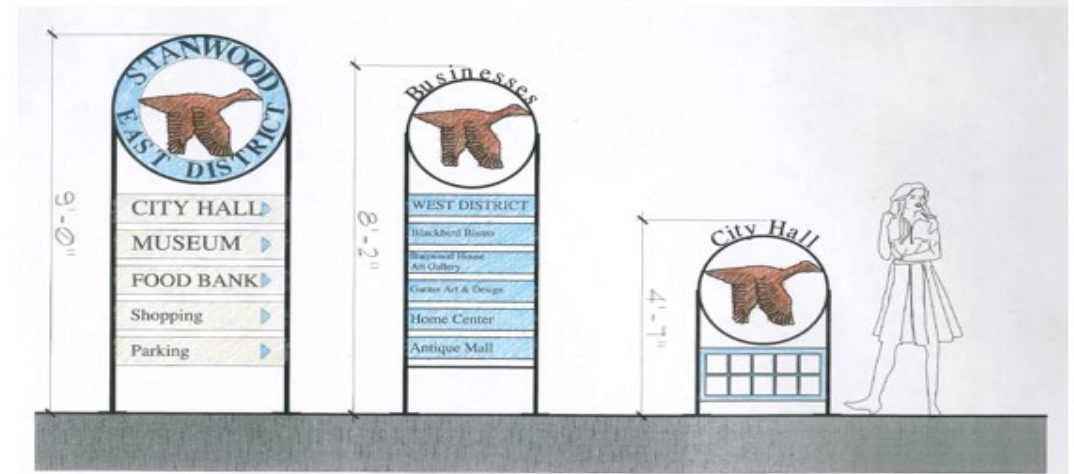
SDAT: Destiny By Design Report



ENTRY, DISTRICT & BUSINESS SIGNS



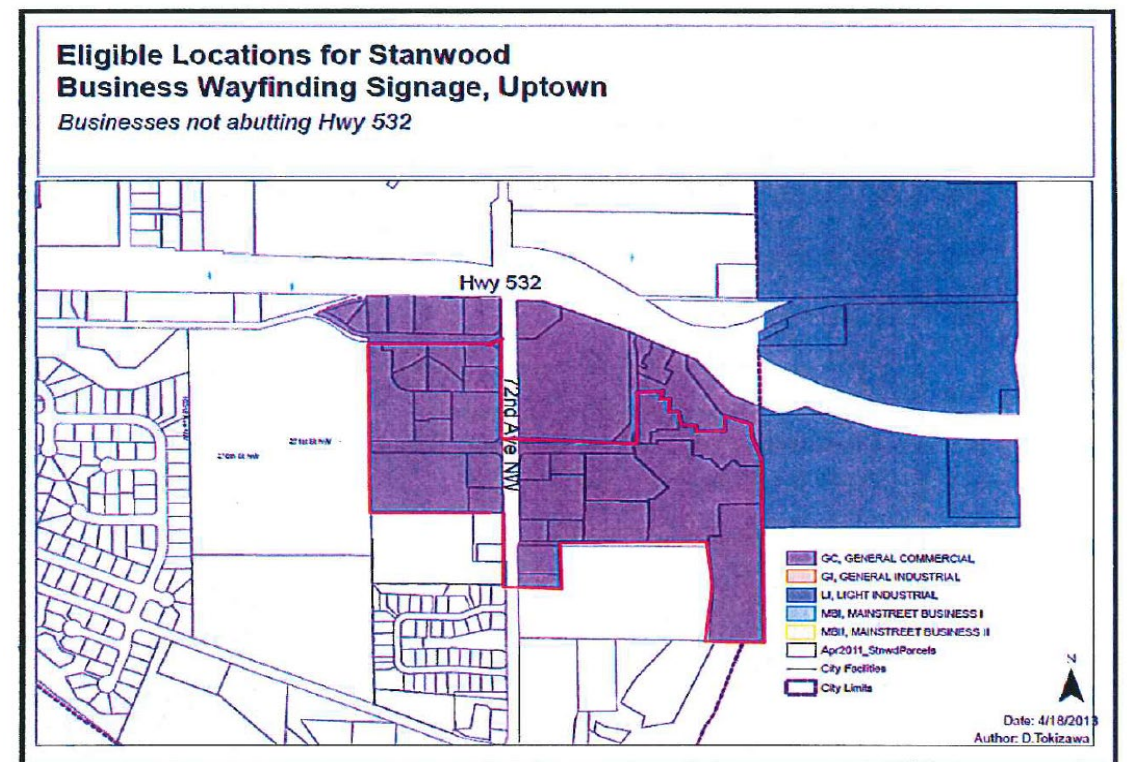
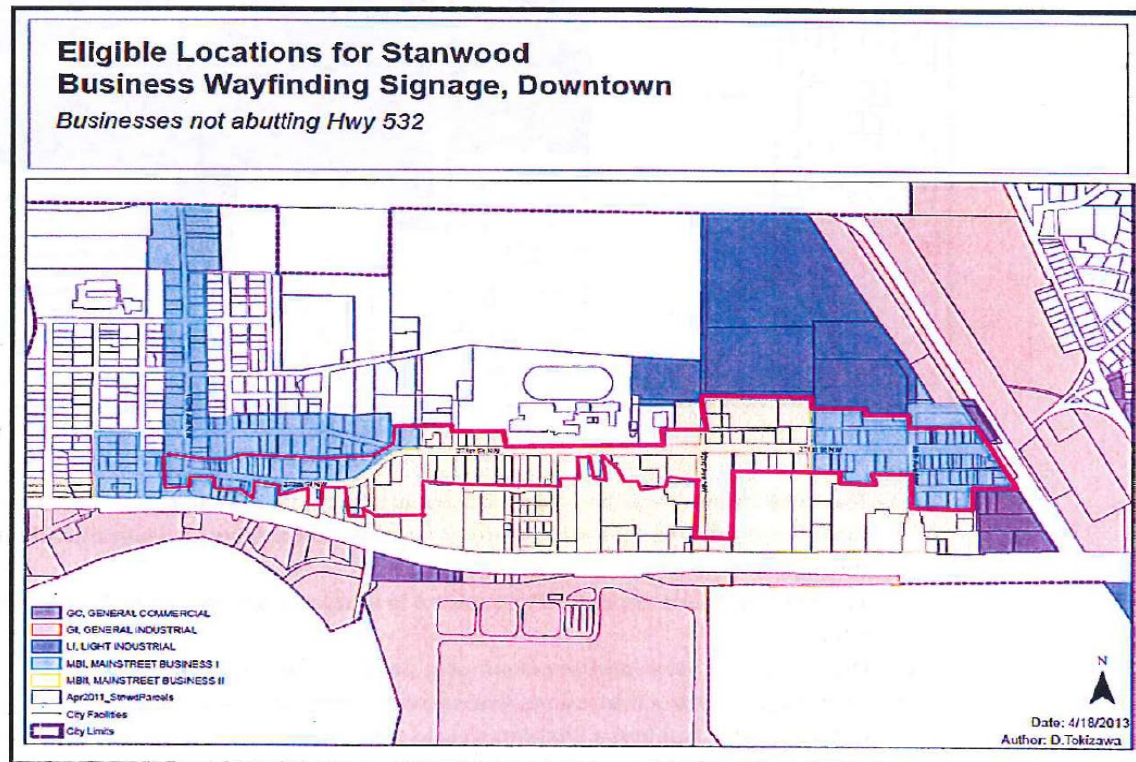
DISTRICT & BUSINESS SIGNS



History

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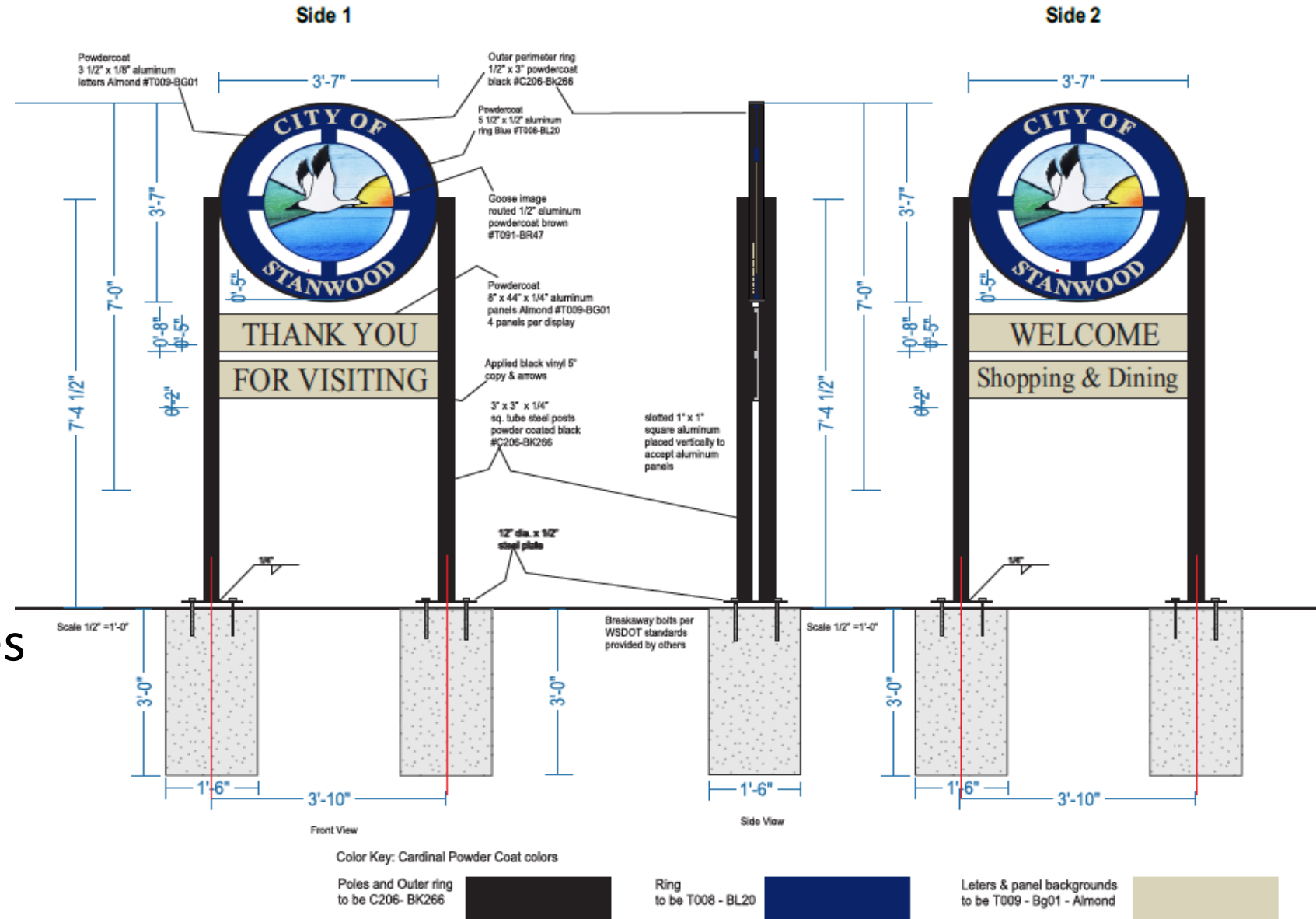
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Installation of Wayfinding Signs

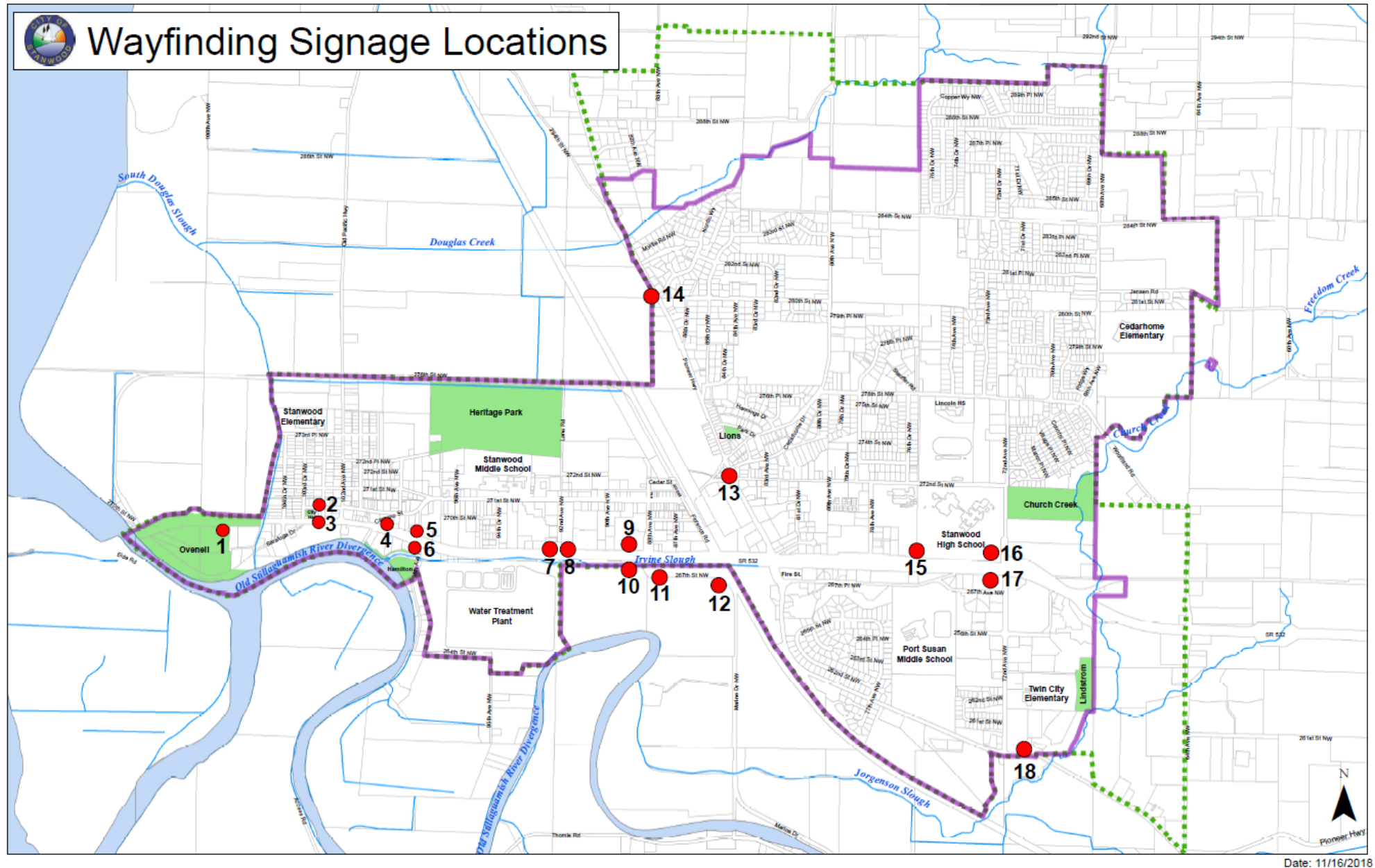
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General Business Types

Similar Colors



2018 Inventory



Code Amendment

2014 Draft Code

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New Opportunities & Next Steps?

Gateways:

- Downtown Corridors
- Future Roundabouts





City of Stanwood

10220 – 270th Street NW
Stanwood, WA 98292

Contact: Jennifer Ferguson, City Administrator
360-454-5209
Jennifer.Ferguson@ci.stanwood.wa.us

FOR IMMEDIATE RELEASE: April 11, 2019

CITY OF STANWOOD- 2019 VOLUNTEER OPPORTUNITIES

2019 brings many new volunteer opportunities focused on beautification. Through intentional projects like this, we hope to ingrain policy and practices to support long-term enhancement of Stanwood's physical appearance. Community clean-up efforts not only move us in that direction, they remind us to be stewards of a cleaner community. By making Stanwood more attractive to those of us who live here and to visitors, we show we care about our City. This is a fun and satisfying way people can give back to their community.

Beautification Projects for 2019

- Design and construct flower bed at Viaduct
- Design and construct flower bed at corner of 270th St NW and Camano St
- Flower Planter project in downtown districts
- Bench projects along Main Street

Ongoing Opportunities

- Adopt-A-Street
- Adopt-A-Park
- Clean Sweep

We can't do it without you. If you have an idea for a beautification project, please contact the city. If you need volunteer hours for school or community service hours for your organization, these projects work well for groups and families and can be done off-site. Volunteers of all ages are needed to help clean up Stanwood.

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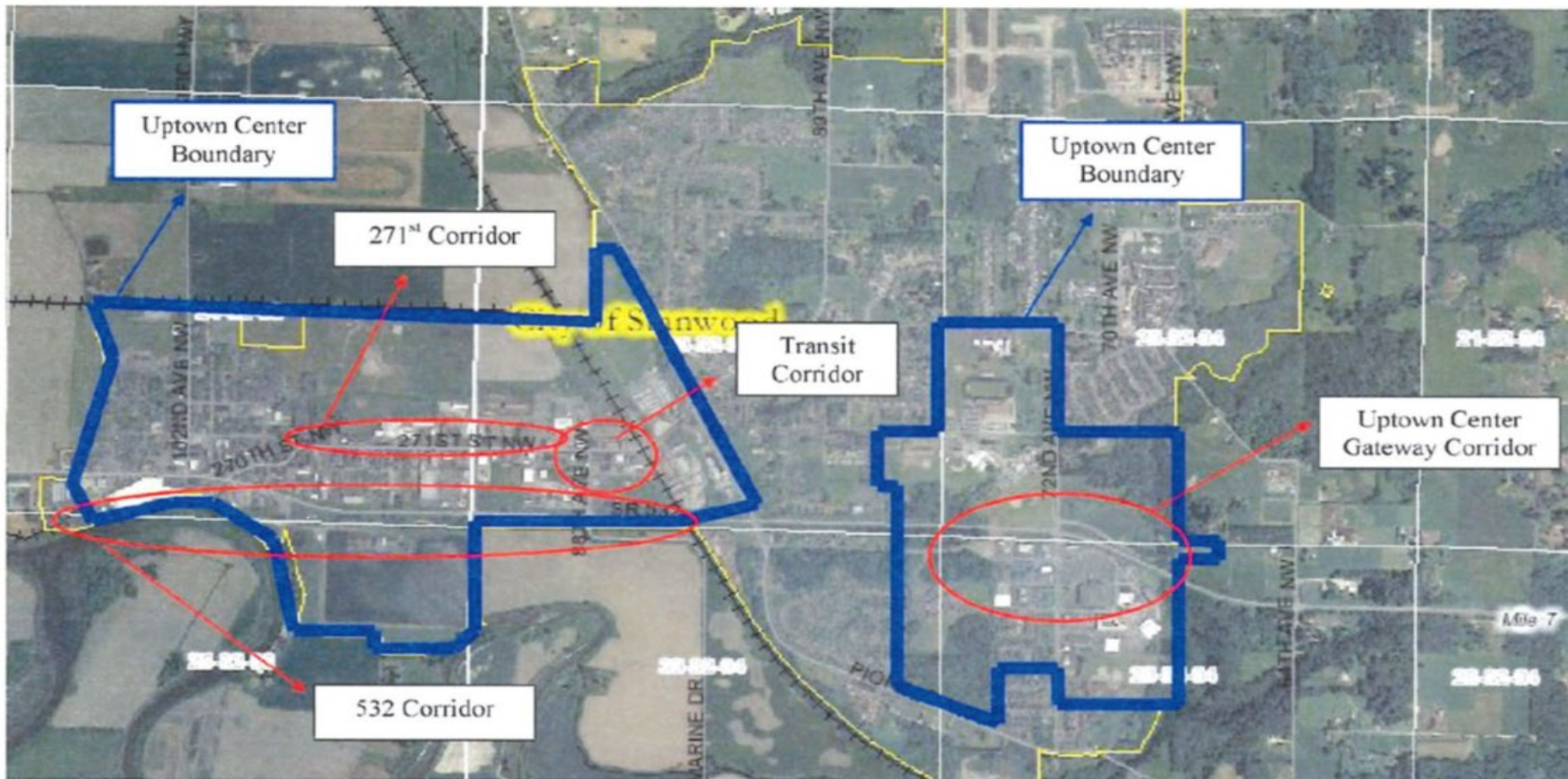
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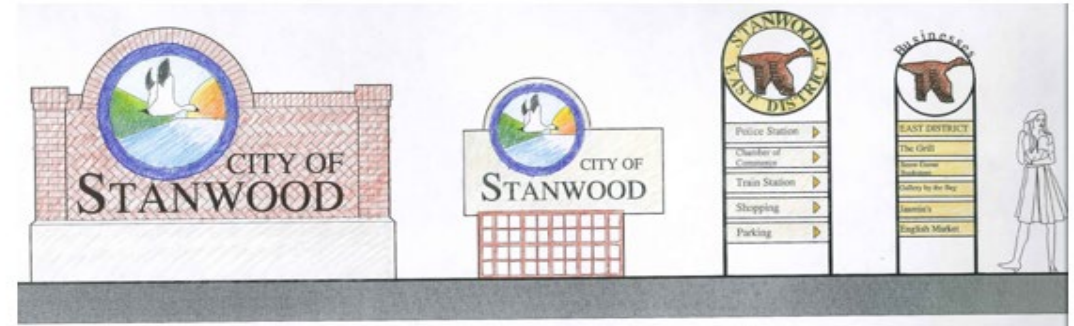


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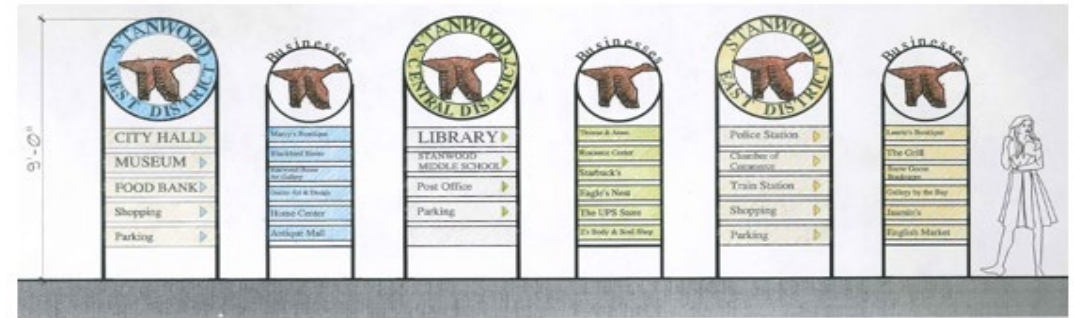
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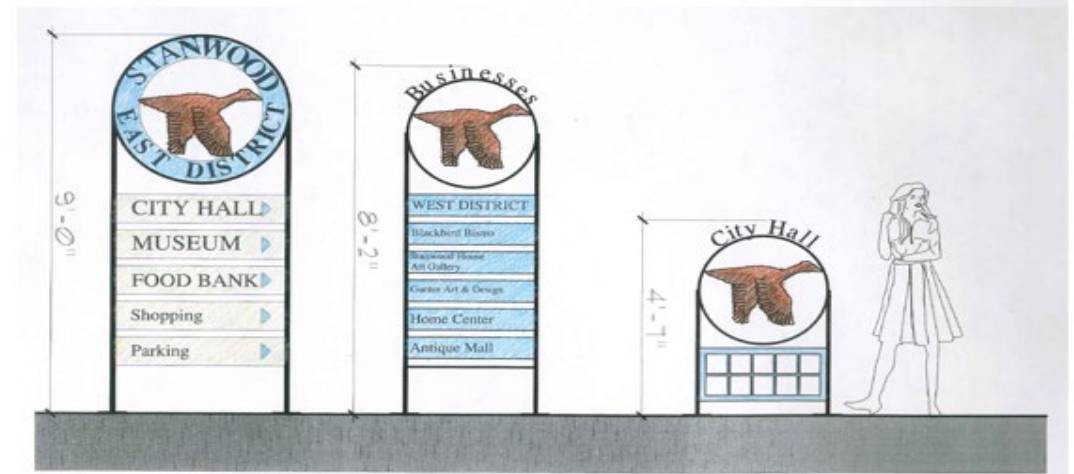
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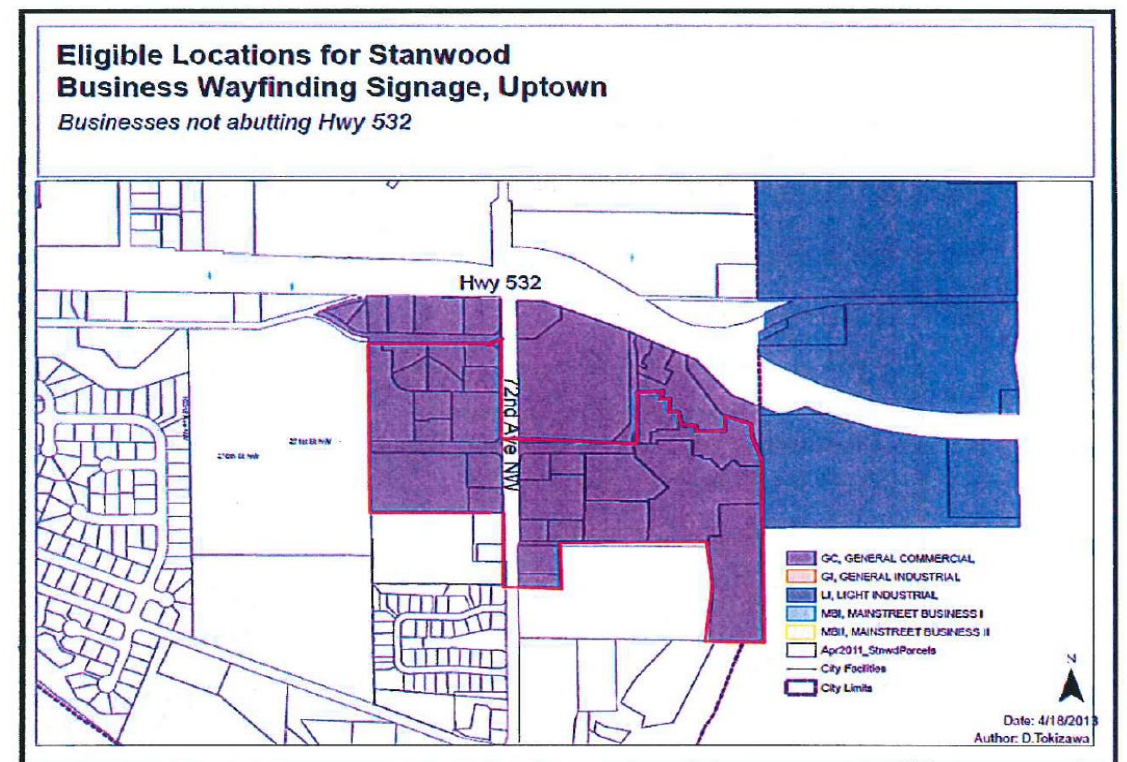
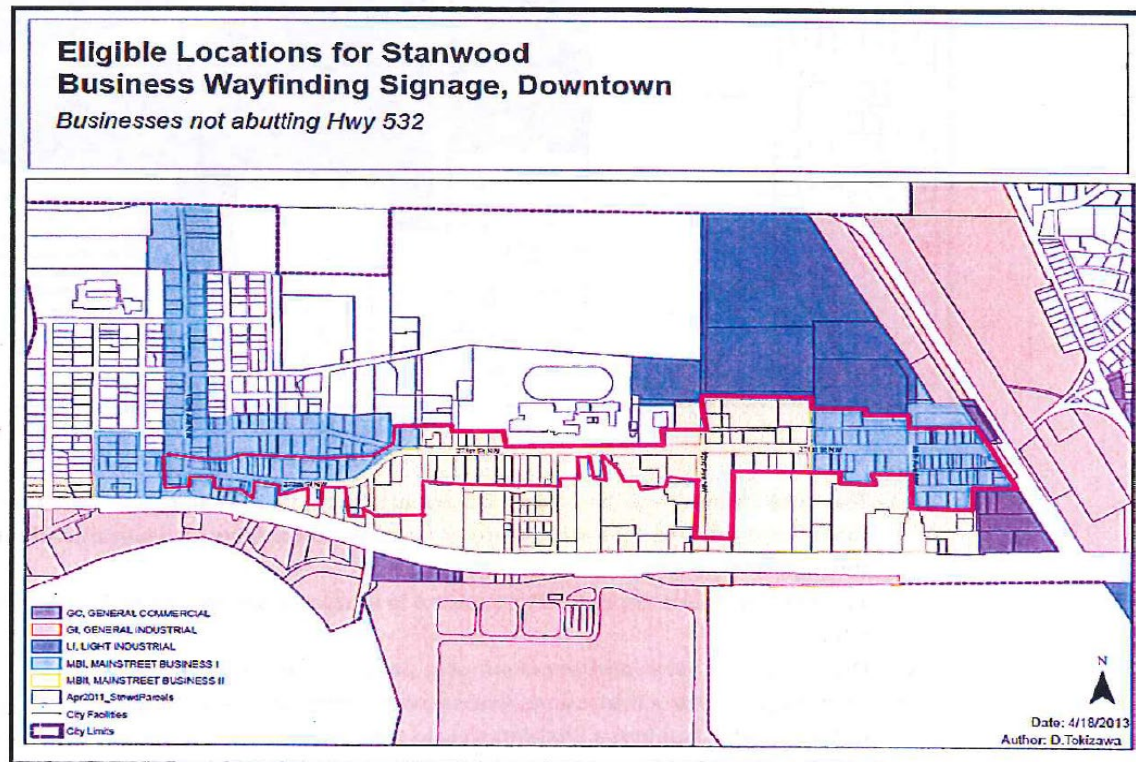
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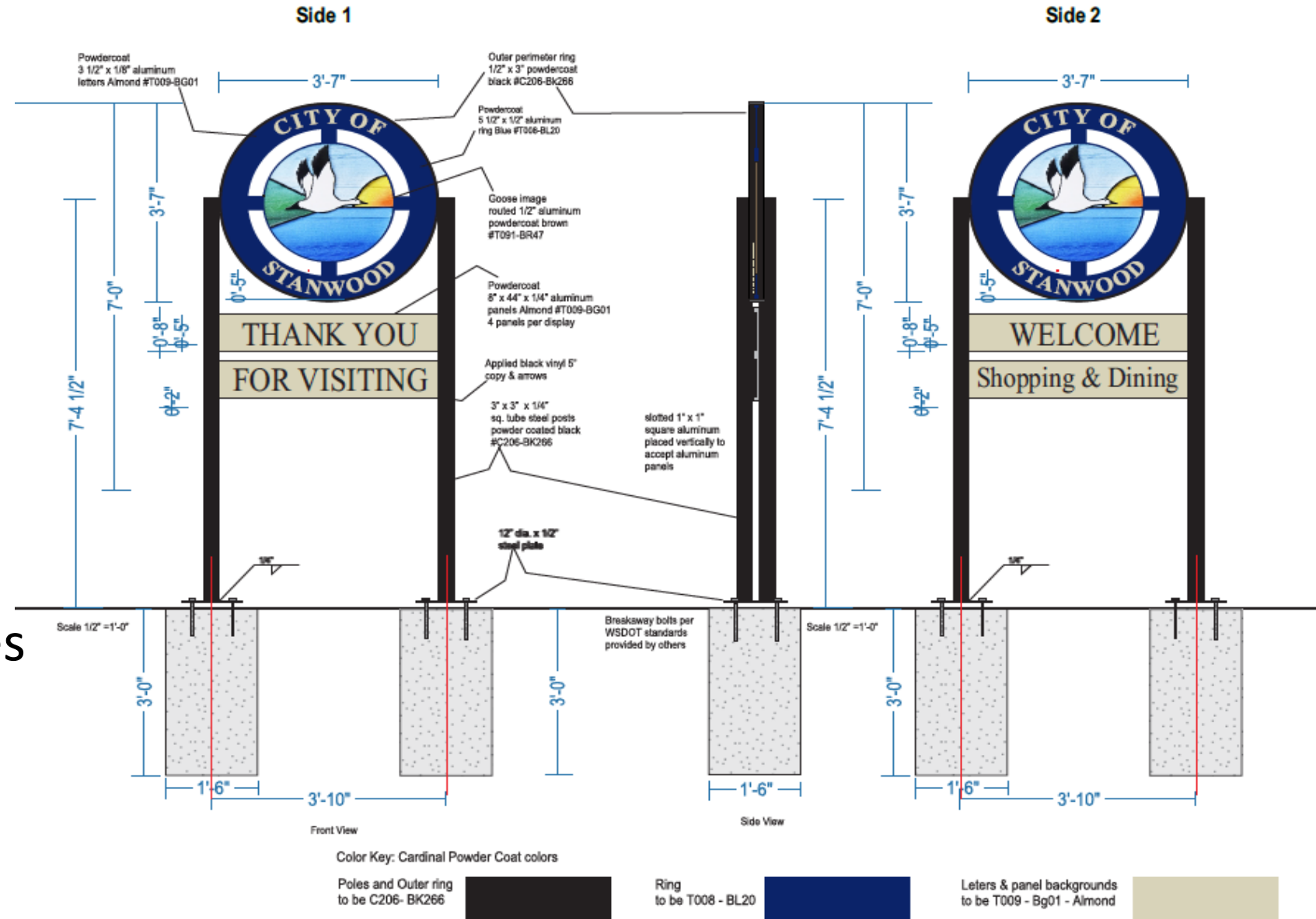
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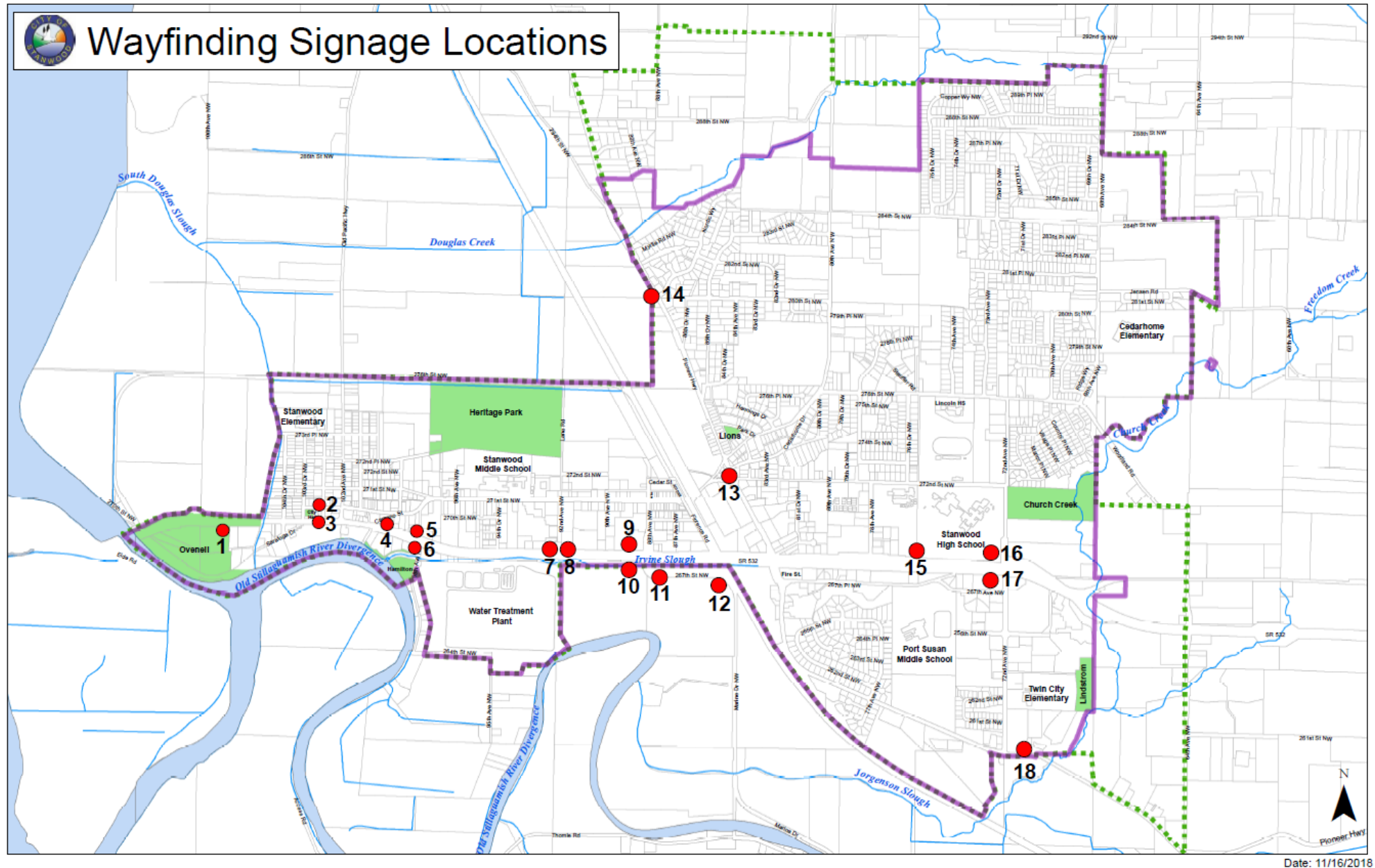
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