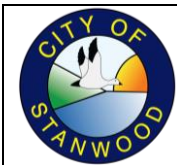


Economic Development Board Meeting Agenda May 29, 2020

Agenda

1. Approval of the April 17, 2020 Economic Development Board Meeting Minutes
2. Town Center Concept – presented by Patricia Love
 - a. Pilot Program - Temporary Outside Restaurant Spaces
3. Local Economic Recovery Efforts
 - a. Stanwood Soaring Business Grant Program
4. Business Roundtables



Economic Development Board Meeting Minutes April 17, 2020

The April 17, 2020 Economic Development Board Meeting held via Zoom Meetings, was called to order at 7:30 a.m.

Board Members in Attendance: Les Anderson, Chantal Keller, John Russell, Kristine Birkenkopf
Staff Members in Attendance: Jennifer Ferguson, Patricia Love, Krista Hintz

Working Washington Small Business Emergency Grant

Jennifer Ferguson discussed the City's role in helping local businesses recover from COVID-19. Jennifer will be holding a meeting with local lenders to find out what we can do to help support them as they help support small business. The Working Washington Small Business Emergency Grant Funds has \$5 million dollars of unclaimed lottery winnings to be split among the small businesses in WA state. Snohomish County will receive approximately \$360,000 which will be split further by city. The allocation for Stanwood could be in the \$20,000 range. The scenario from the Governor's office said grants of \$10,000, it is most likely the grants will be *up to* that amount.

The EASC will be sending the 51 Stanwood applications to Jennifer, she will determine which applicants are inside city limits and which fall to county. Applicants outside city limits will be sent back and scored by the county.

Downtown Park Areas

Patricia Love gave an overview of a potential grant through the Department of Commerce to clean up contaminated public lands. The total amount is approximately \$200,000 per grant. The city would like to apply for the grant for the property at the northeast side of 271st Main Street where we currently put up the Christmas Tree. If the project is approved for the program, the city will connect with the current owner to see if it would be possible to purchase the property and move forward.

The Board was in full favor of moving forward with the grant application.

New City Website www.stanwoodwa.org

Jennifer Ferguson shared her screen to walk Board Members through the new City website, www.stanwoodwa.org, with emphasis on the "COVID-19 Updates" page and the "COVID-19 and Your Business" page.

New DSC Website www.discoverstanwoodcamano.com

Jennifer Ferguson shared her screen to walk Board Members through the new DiscoverStanwoodCamano website with emphasis on PLACES and EVENTS, and the backend discussion tool for communicating with businesses.

COVID-19 Impact Discussion

Economic Development Board Members discussed the impact of COVID-19 pertaining to their businesses and events.

Adjourned 8:32 a.m.

City of Stanwood, Washington

City Beautification Program

Economic Development Board

May 29, 2020



Vision

The City of Stanwood is the commercial and cultural center of the greater Stanwood / Camano region.

It is the desire of the City to preserve the community's historic rural, small town character while promoting the regions as a family friendly place to live, work and play.

The City Beautification project will celebrate the beauty of the area and promote the concept of buying local.

Adopted Plans: Action Strategies

Economic Development Action Plan - 2010	SDAT: Destiny by Design – July 2012	Downtown Subarea Plan – Appendix to 2015 Comp Plan
Engage and Organize Downtown Stakeholders Invest in Downtown Beautification Build on Stanwood Station as a Focal Point for Downtown Revitalization Connect the Eastern and Western Nodes of Downtown Demarcate Downtown and Make it Accessible	Water Management and Flooding Mitigation Downtown & Village Revitalization Economic Development Strategies Sustainable Urban Design Transportation and Connectivity	Promote Downtown as the heart and core of the community Recognize and Designate East and West Districts as the Historic Downtown Unify Downtown

5 Program Components

- Gateway Signage & Landscaping
- Main Street Revitalization
- Gateway Features
- SR 532 Beautification
- Wayfinding Signage

**Moving Beyond Planning
and into Implementation**

Identify Projects

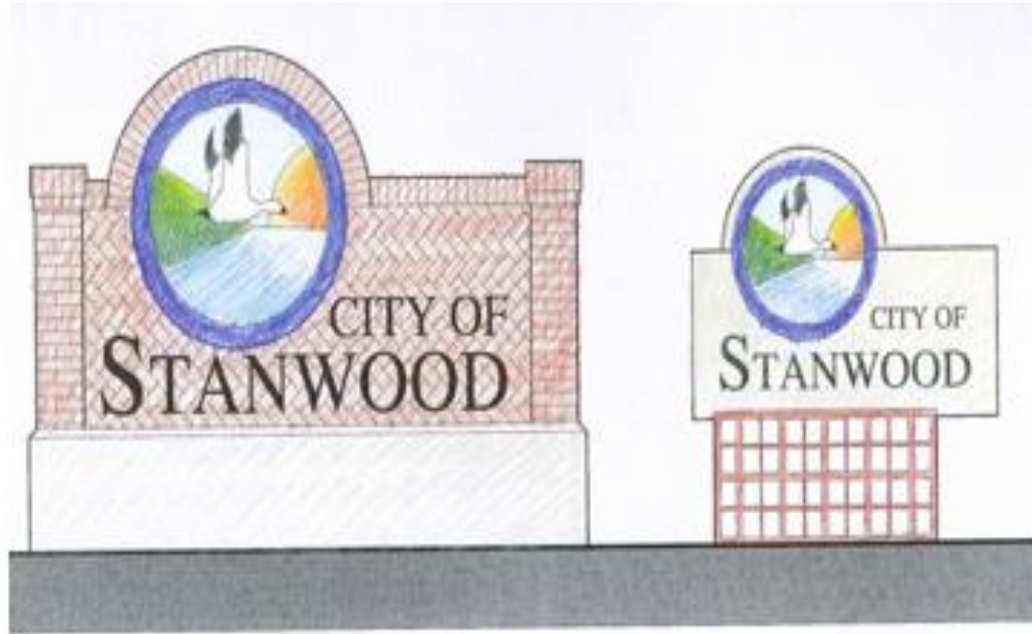
Prioritize Projects

Adopt 6-Yr Budget

Design Projects

Construct Projects

Gateway Signage & Landscaping

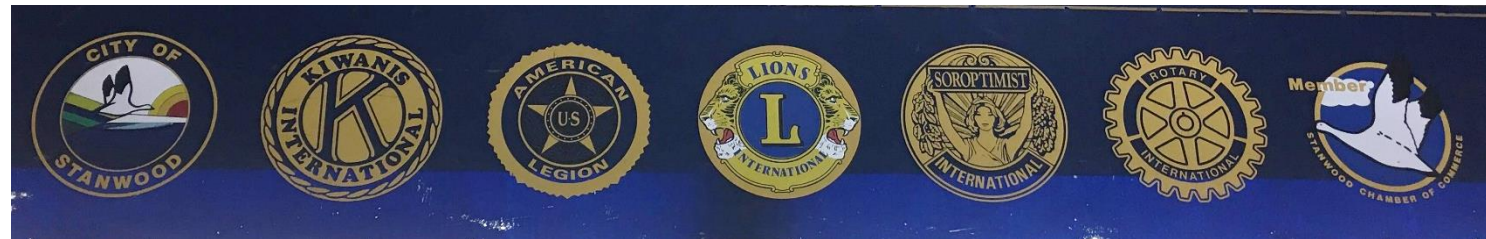


City Entrance Signs
at Key Locations

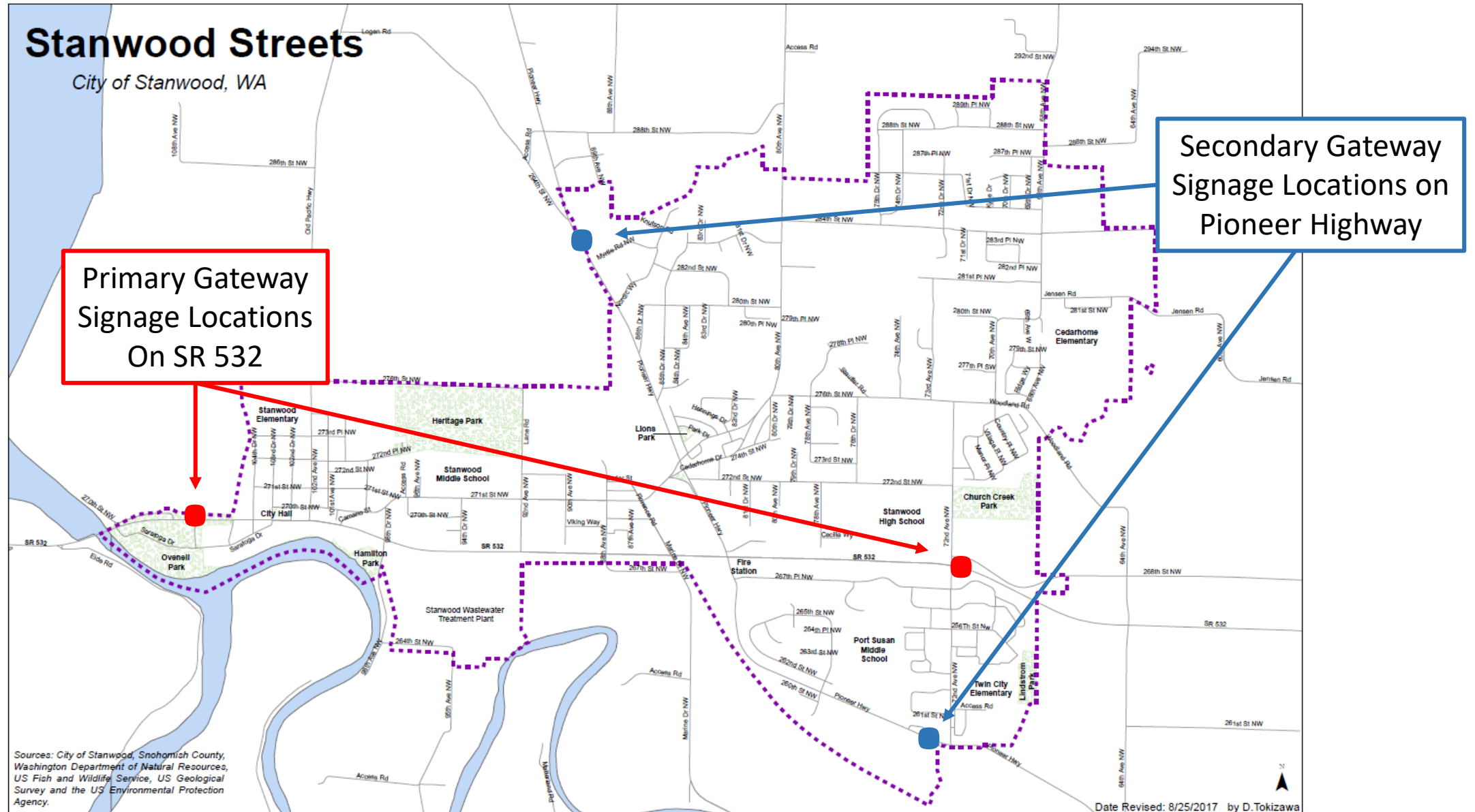
Use
Historic
“Velkommen”
as
Inspiration



Provide Logo Space for Community Organizations

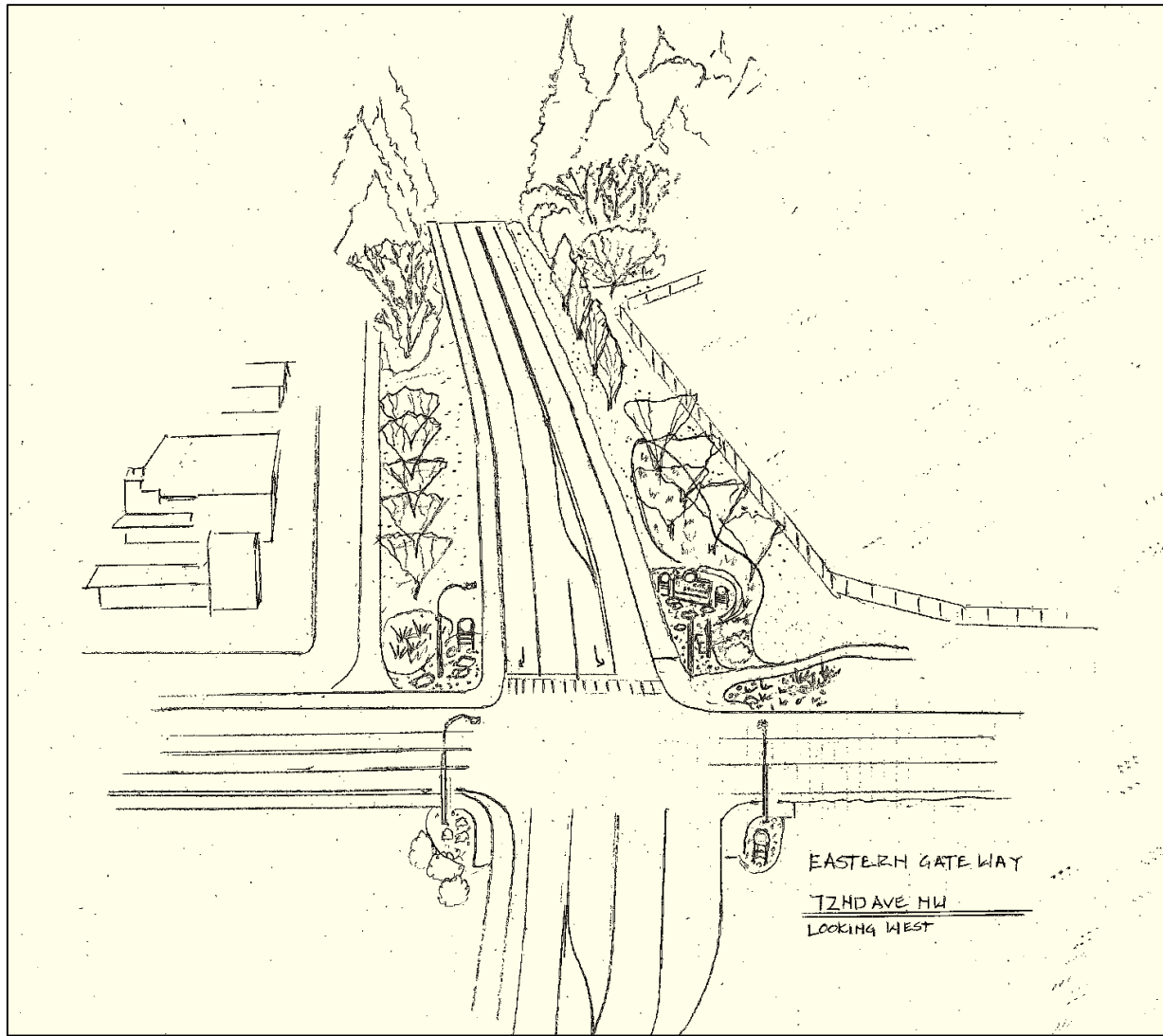


Gateway Signage

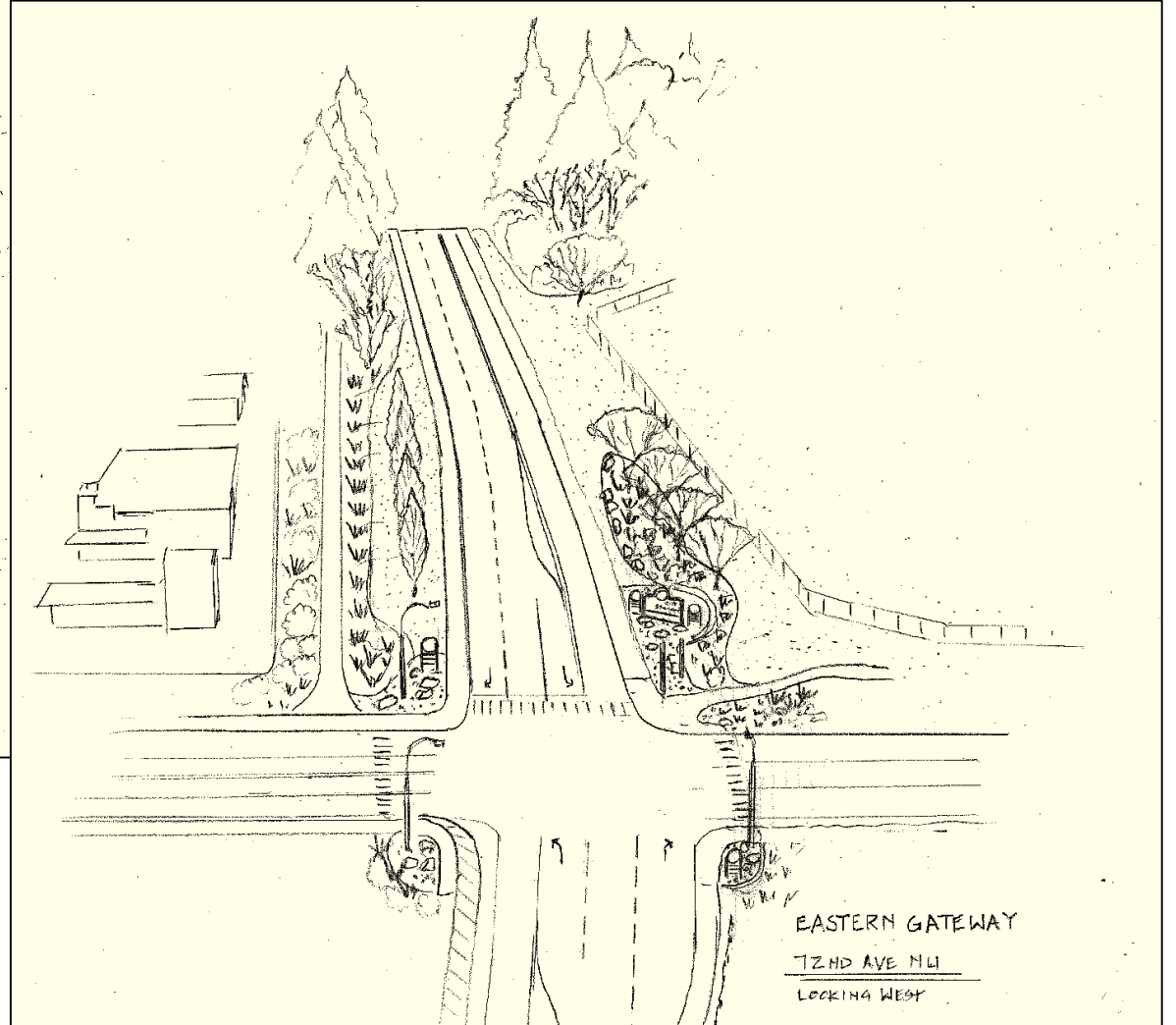


Design Concepts: SR 532 Entry Locations

- City Welcome Signs
- Tree Lined Street
- Ground Covers with Seasonal Color



SR 532 and 72nd Avenue

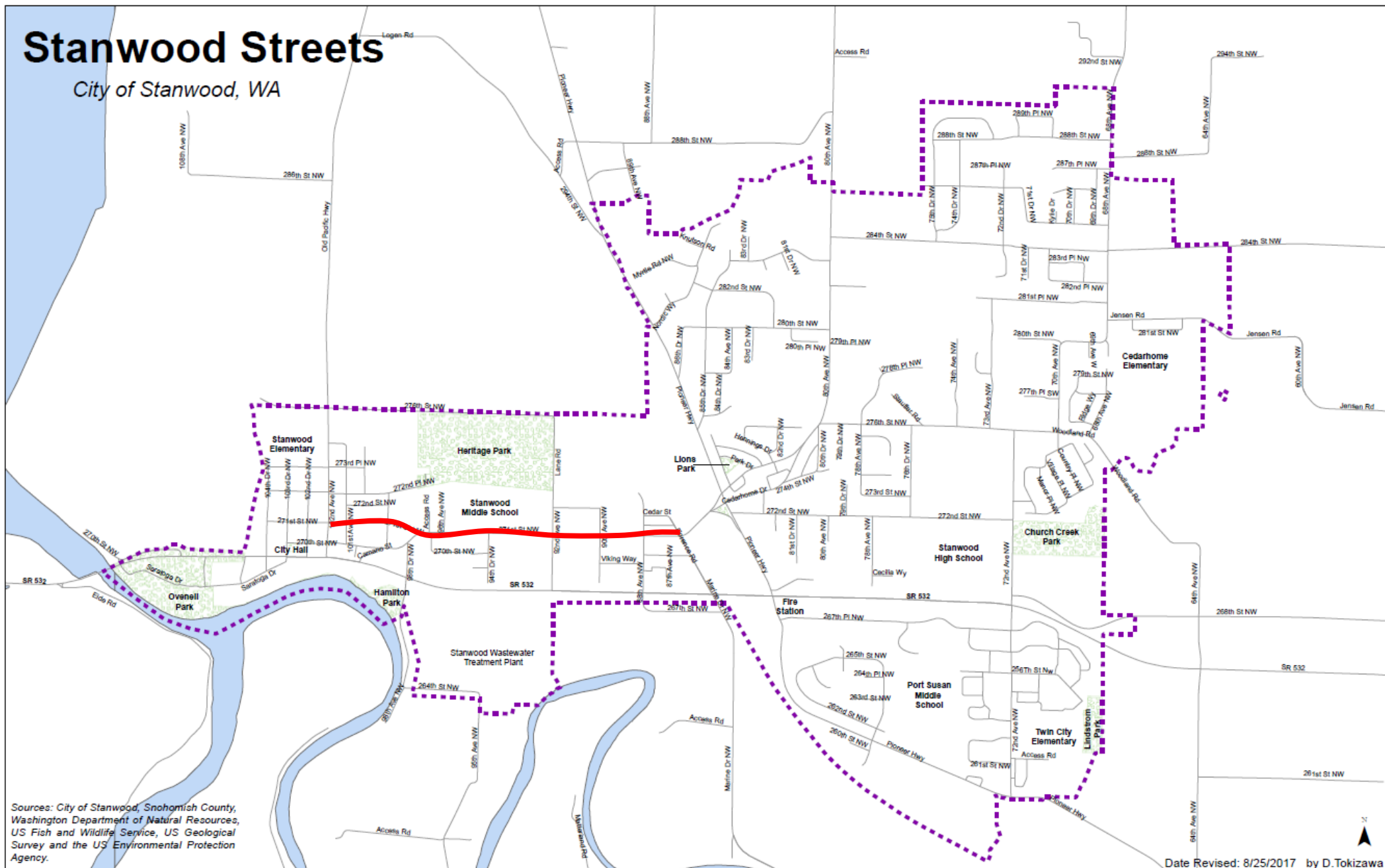


Main Street Revitalization

Project Concepts:

- Create a main street curb appeal with street trees, benches, flower baskets, painted murals, and / or street banners
- Consider “Road Diet” to encourage public use of the street
- Develop short term pilot and long range right-of-way use programs

271st Street Streetscape Improvement Ideas



East End Shopping District

Project Goal: Pedestrian Friendly Plaza Space

271st Right-of-Way North to South:

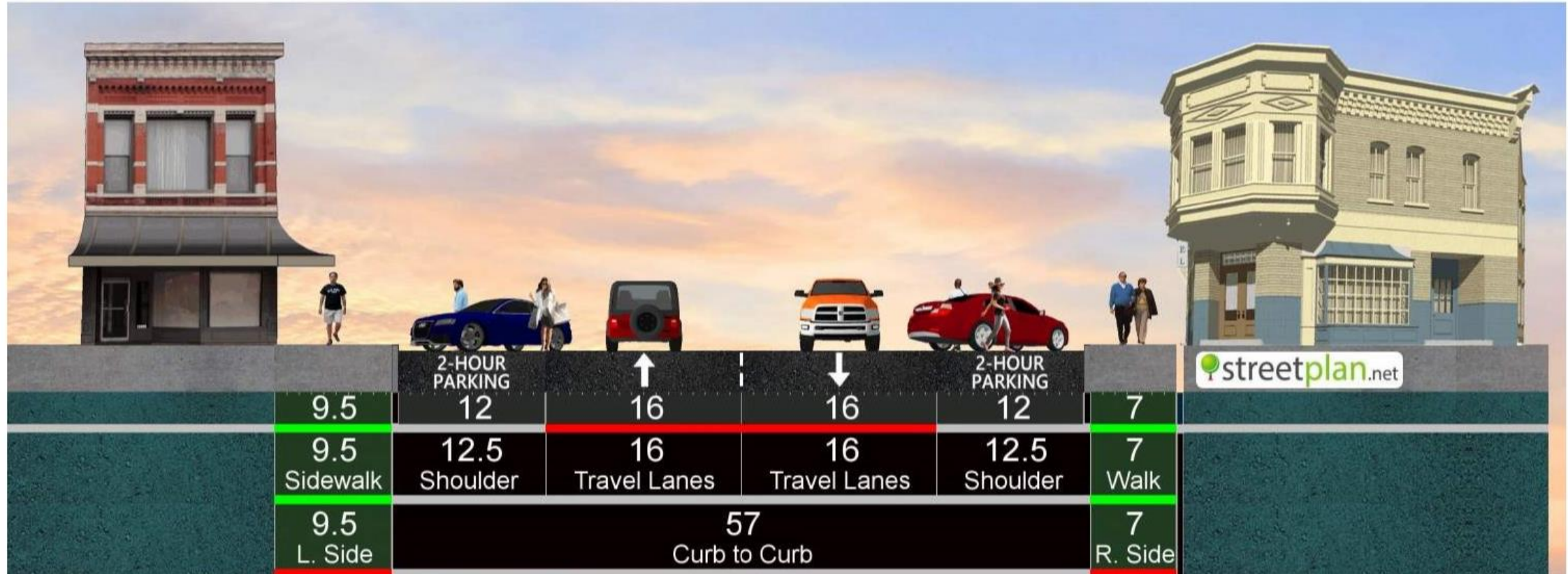
9.5' Sidewalk
12' Angled Parking
16' Travel Lane
16' Travel Lane
12' Angled Parking
7' Sidewalk



271st Street – East End

Existing Conditions

271st between 88th and Florence **Existing Conditions** Right-of-Way: 73.5' of 74'



East End Design Options

Pilot Program for Non-Motorized Use of the Right-of-Way

- Consider “Parklet” Design Where On-Street Parking Spaces are Turned into Public Use Spaces
- Restaurant Seating; Public Seating; Art Space

Long Term

- Permanent Reconfiguration of Street to Create Public Space
- Public Plaza; Special Events; Concerts

Pilot Program for Outdoor Café or Public Seating

Reclaim Portion of Parking For Pedestrian Use:

Existing Use	Parklet Concept
9.5' Sidewalk	9.5' Sidewalk
12' Angled Parking	8' Parklet
16' Travel Lane	8' Parallel Parking
16' Travel Lane	12' Travel Lane
12' Angled Parking	12' Travel Lane
<u>7'</u> Sidewalk	8' Parklet
72.5' Usable ROW	8' Parallel Parking
	<u>7'</u> Sidewalk
	72.5' Usable ROW

Design, Construction and Maintenance of Parklet is the Responsibility of the Business Owner



Parklet Design & Location Considerations

- Impact on Adjacent Businesses
- Wheel Stops or Other Form of Vehicle Barriers
- Separation from Passing Vehicles
- Accessibility - Extension of the Public Sidewalks
- Unrestricted Drainage Flow
- Unrestricted Access to Fire Hydrants
- Maintenance
- Trash Collection
- Aesthetics & Amenities
- Fabrication and Installation





169 Parking Spaces:
 117 Rear Parking Lot
 52 Main Street (271 Street)

Parking Impacts of “Parklets”
 52 Stalls Along 271st Street
 Parallel Stall Length: 20’
 Assume Maximum Use:
 Parallel Stalls Remove 12-18 Stalls
 Reality: Mix of Angled and Parallel Stalls

Permanent Street Reconfiguration Options

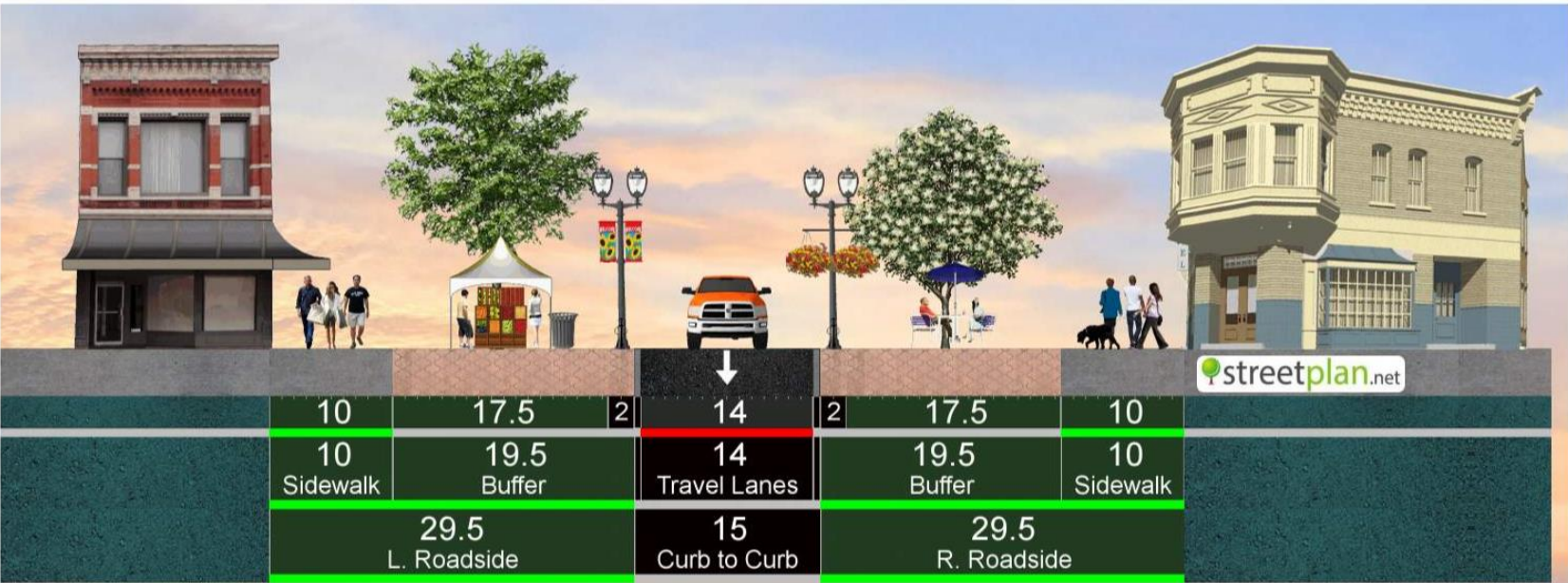
Three General Concepts to Initiate Conversations:

1. Create a One-Way Street Through the Center of the Road to Create Wide Pedestrian Friendly Sidewalks, Outdoor Seating, and Areas for Art
2. Create a One-Way Off-Set Street to Create Public Plaza Areas for Public Gathering, Outdoor Seating, Art
3. Close the Street Entirely to Create a Large Public Plaza Area for Public Gatherings, Special Events, Concerts, Festivals

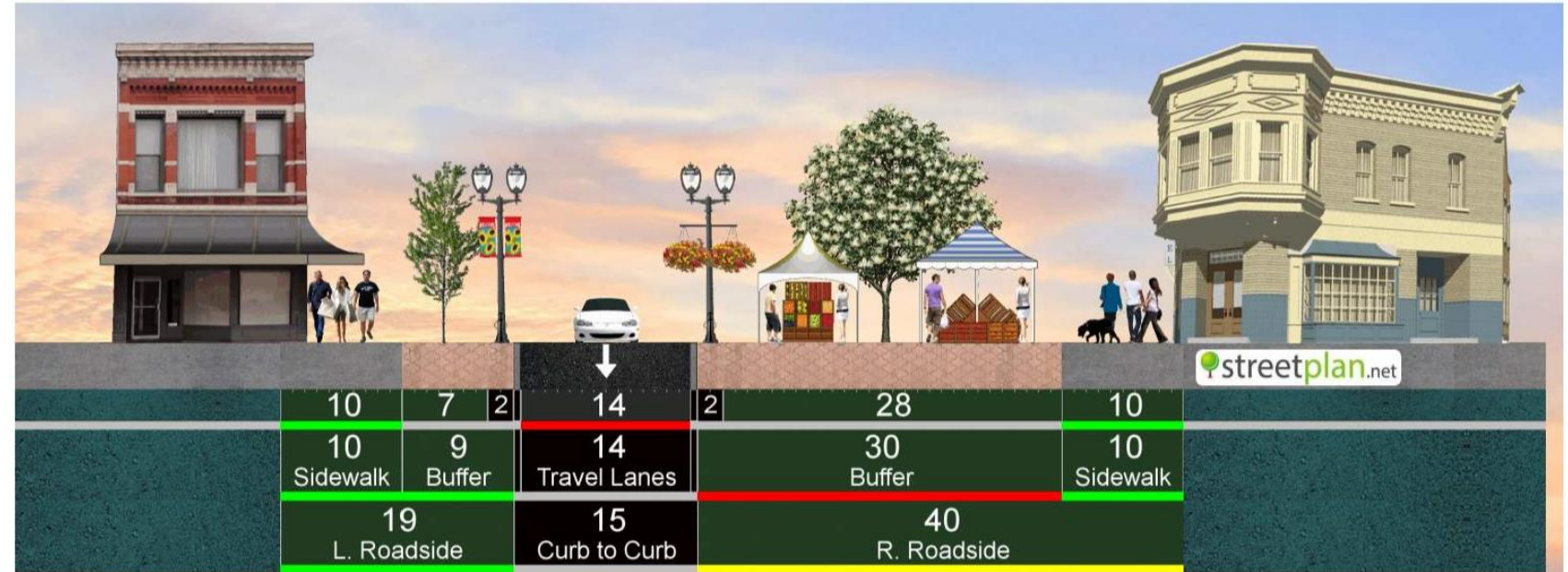
271st Street
Option 1 Cross Section
Single – One Way Road

Potential
One-Way Street
With
Open Plaza

271st between 88th and Florence **One Way Alt 1** Right-of-Way: 74' of 74'



271st Street Option 2 Cross Section Off-Set Single Curved Street - One Way Road



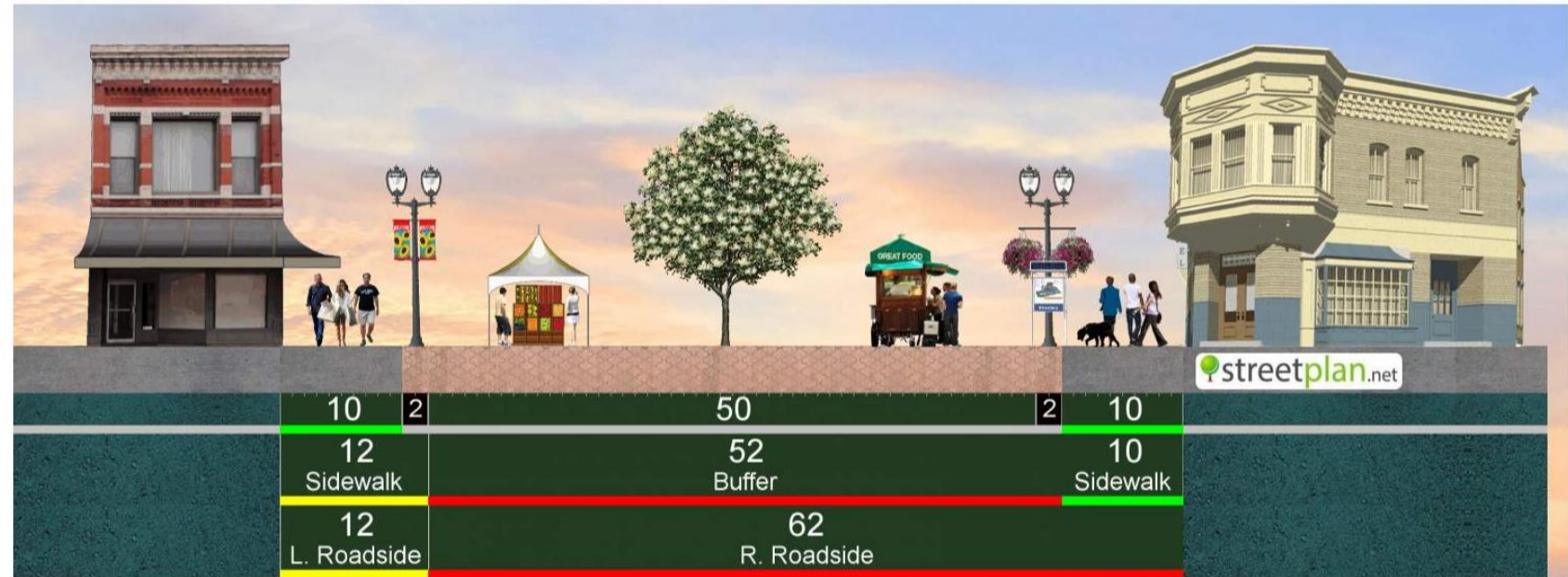
Potential One-Way Street With Curved Road and Open Plaza



271st Street Option 3 Cross Section Partial Road Closure

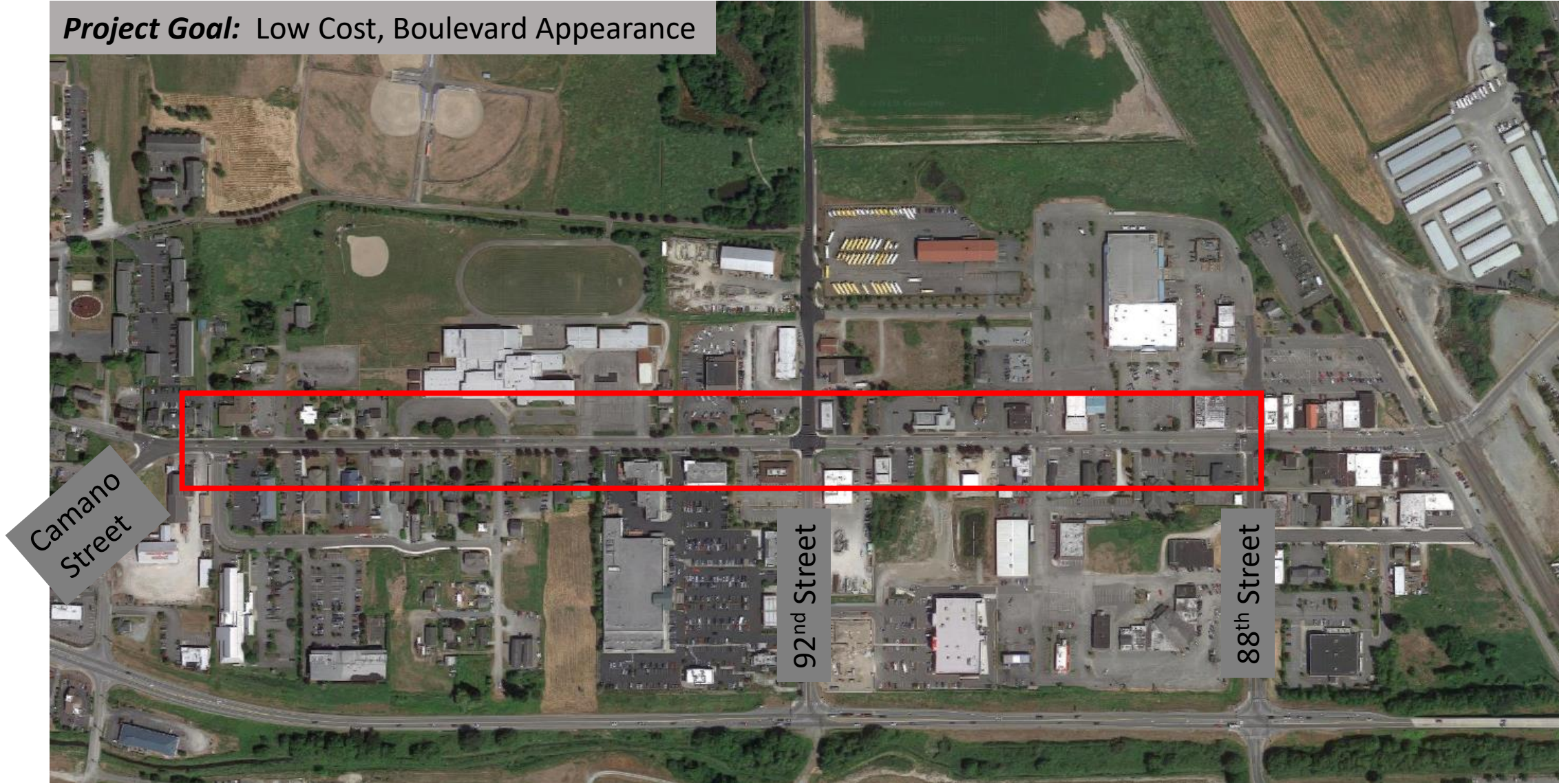
Potential
Partial Road Closure
With
Open Plaza

271st between 88th and Florence plaza Alt 3 Right-of-Way: 74' of 74'



Connect Center District - Street Design Concepts

Project Goal: Low Cost, Boulevard Appearance



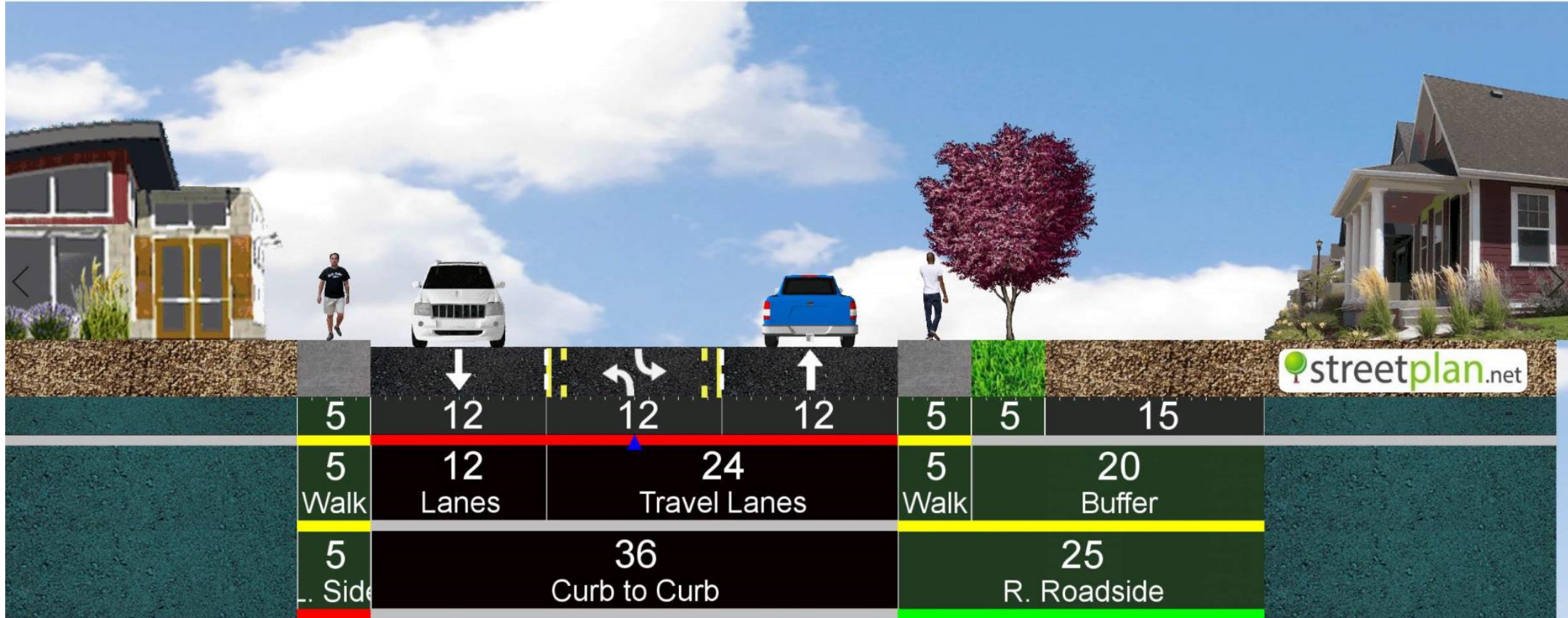
271st Street ROW – Existing Conditions

Center District

between 88th and Camano

Existing Conditions

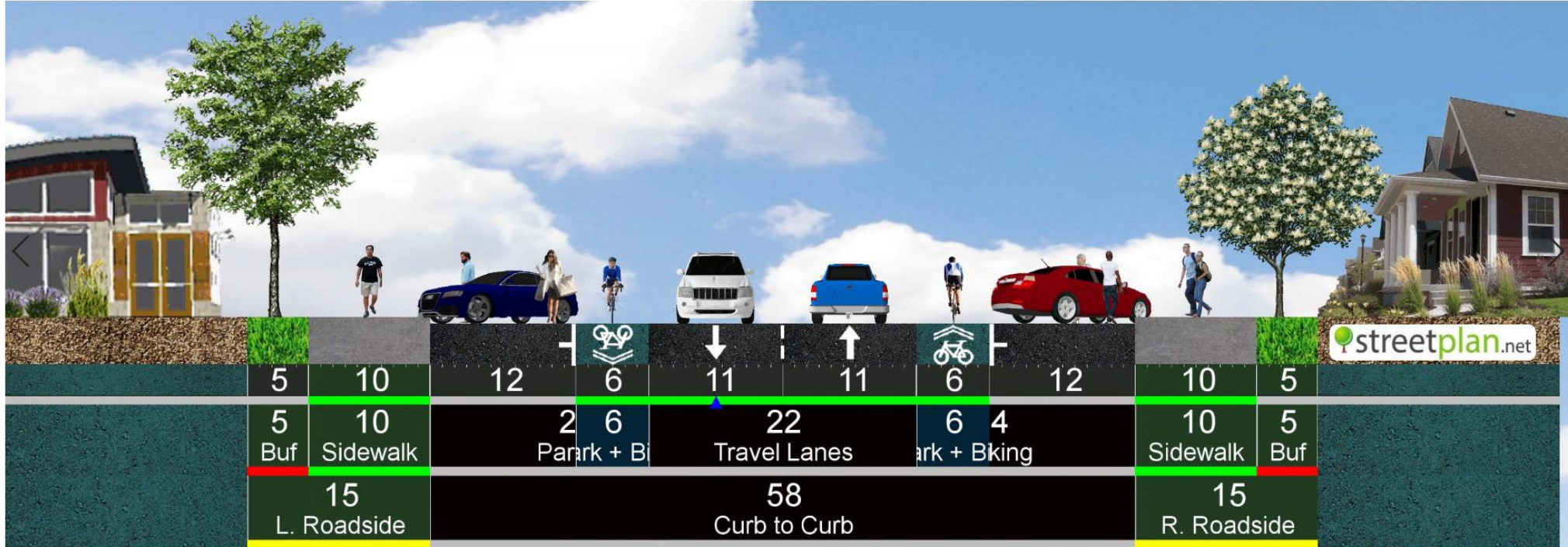
Right-of-Way: 66' of 66'



ROW Varies: 60 – 66'; Significant Amount of Unused ROW On South Side of Road

Center District Street Option – Complete Street Concept

Center District between 88th and Camano complete street Right-of-Way: 88' of 88'



Too Expensive

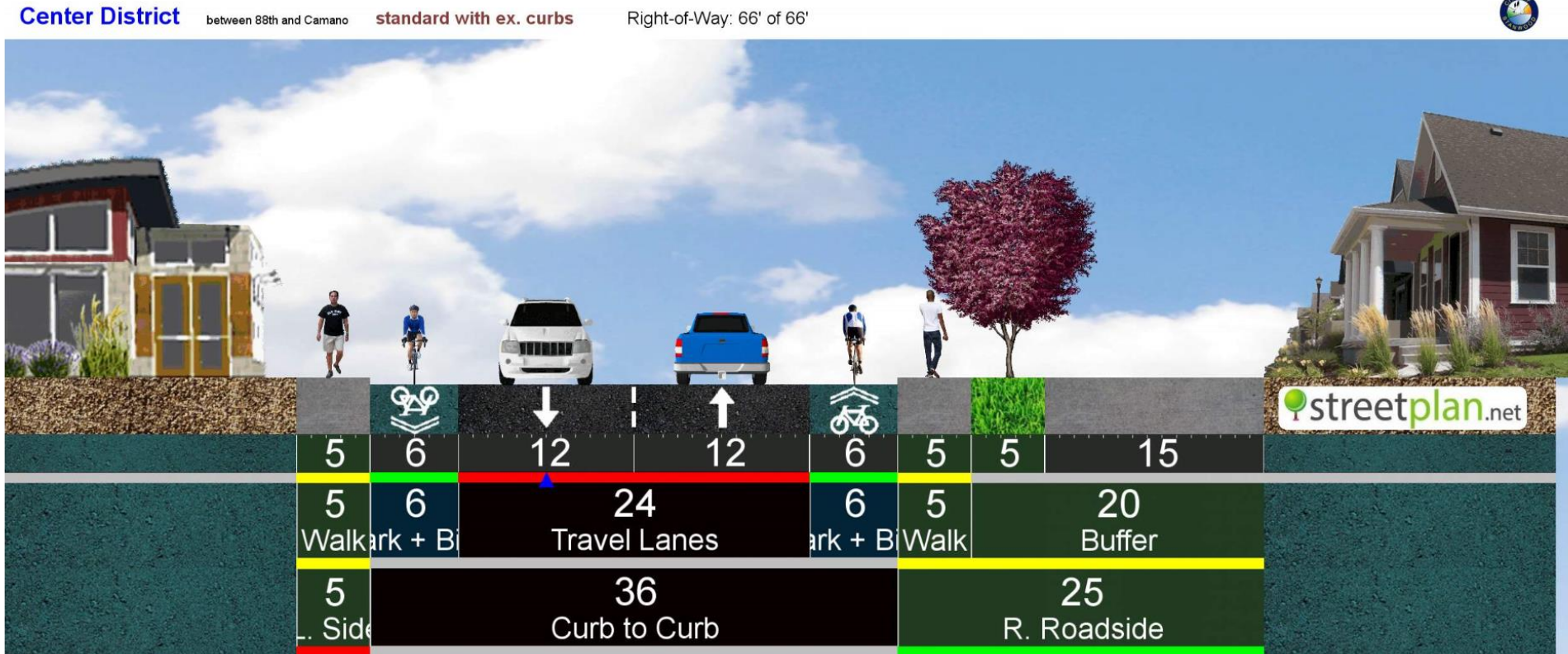
Concept: Mix of Downtown Subarea Plan and Non-Motorized Plan

Cost: \$\$\$

Implementation Requirements: ROW Acquisition, Sidewalk Construction, Paint, Infill Street Trees (Behind Sidewalks)

Center District Street Option – Standard Street

Possible Between
Camano Street and 90th
Avenue



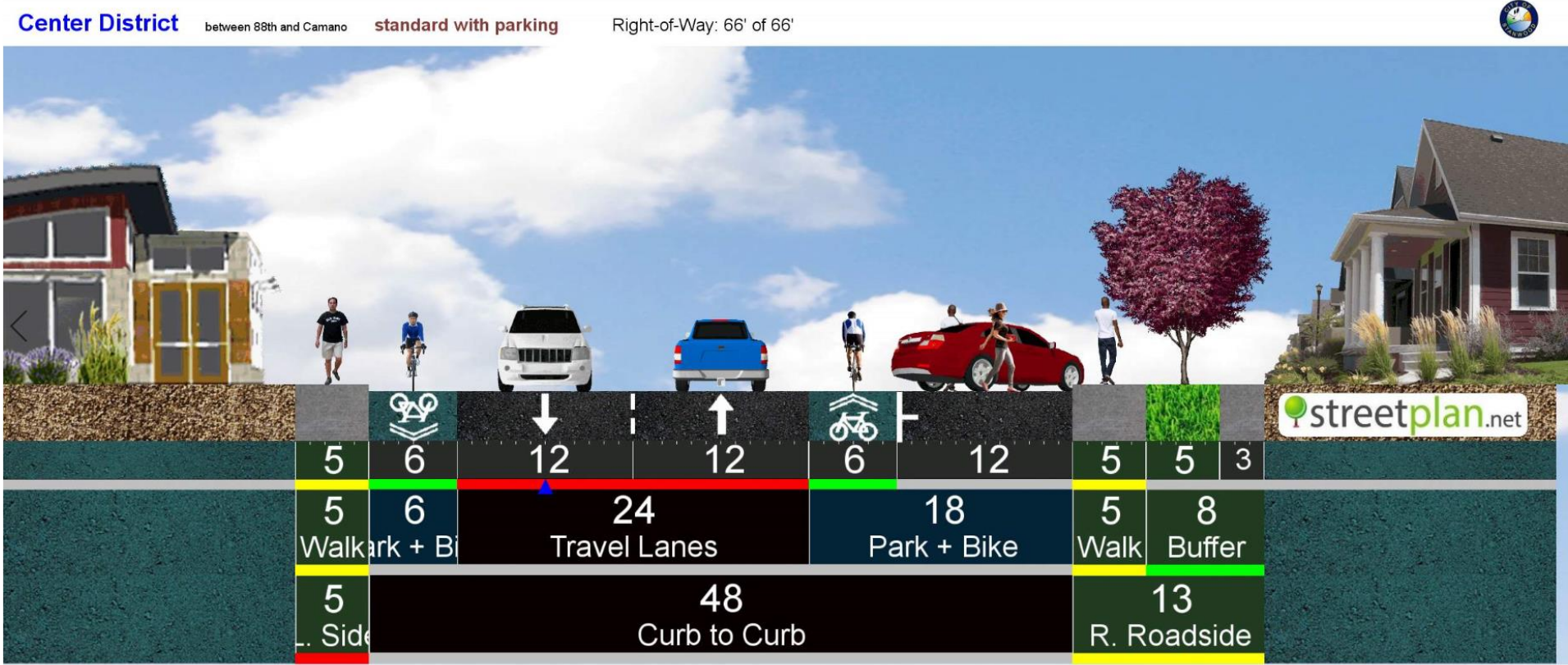
Concept: Follows Non-Motorized Plan by Providing Bike Lanes

Cost: \$

Implementation Requirements: Paint and Infill Street Trees (Behind Sidewalks)

Center District Street Option – Standard Street w/ Parking

Possible Between
Camano Street and 90th
Avenue



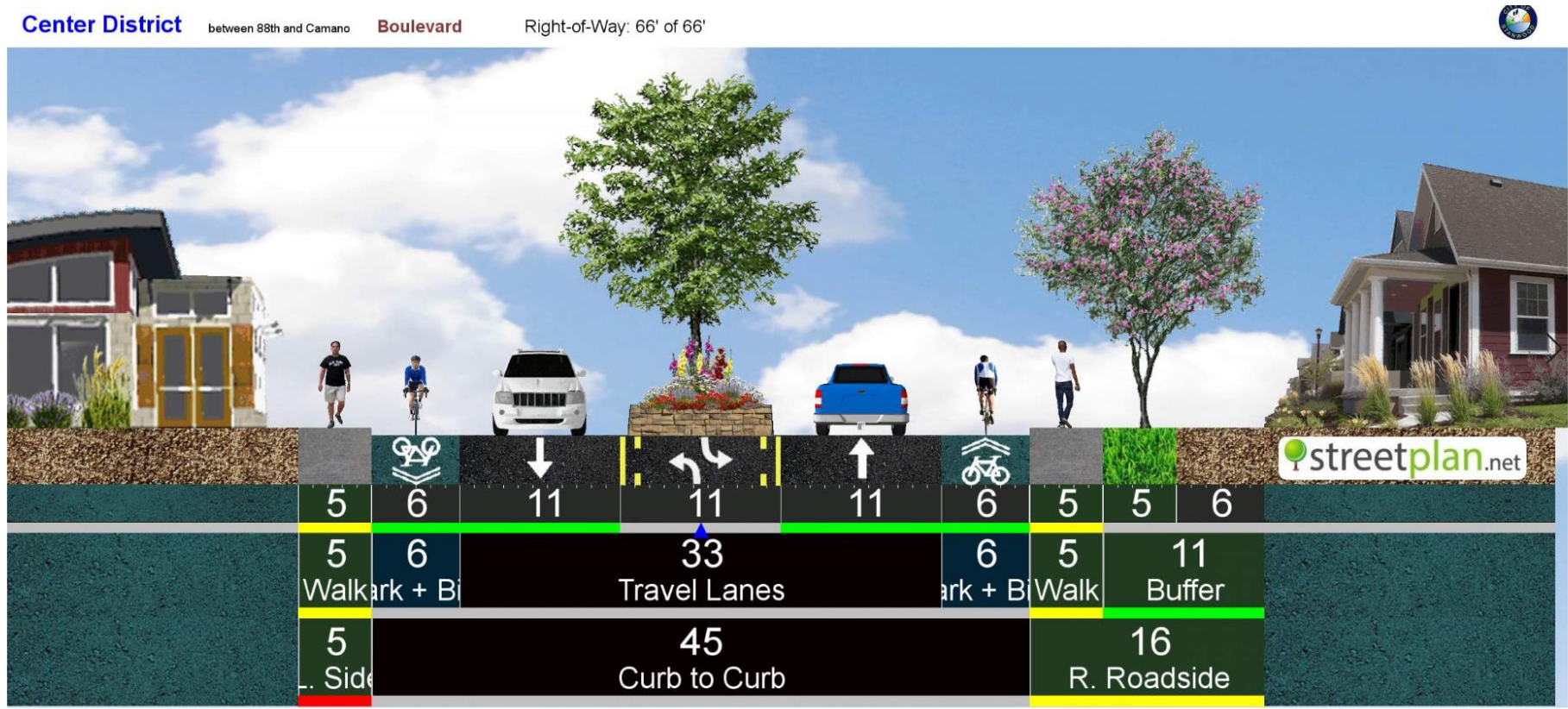
Concept: Hybrid of Downtown and Non Motorized Plan

Cost: \$\$

Implementation Requirements: Paint, Reconstruct South Side to Install Parking in Key Locations, and Infill Street Trees (Behind Sidewalks)

Center District Street Options - Boulevard Concept

Possible Between 90th
Avenue and 88th Avenue



Concept: Hybrid of Downtown Subarea Plan by Providing Landscaping & Bike Lanes
Does Not Provide On-Street Parking

Cost: \$\$

Implementation Requirements: Paint, Infill Street Trees (Behind Sidewalks), Reconstruct Sidewalk on South Side and Construct Landscape Medians in Strategic Locations

West End Design Options

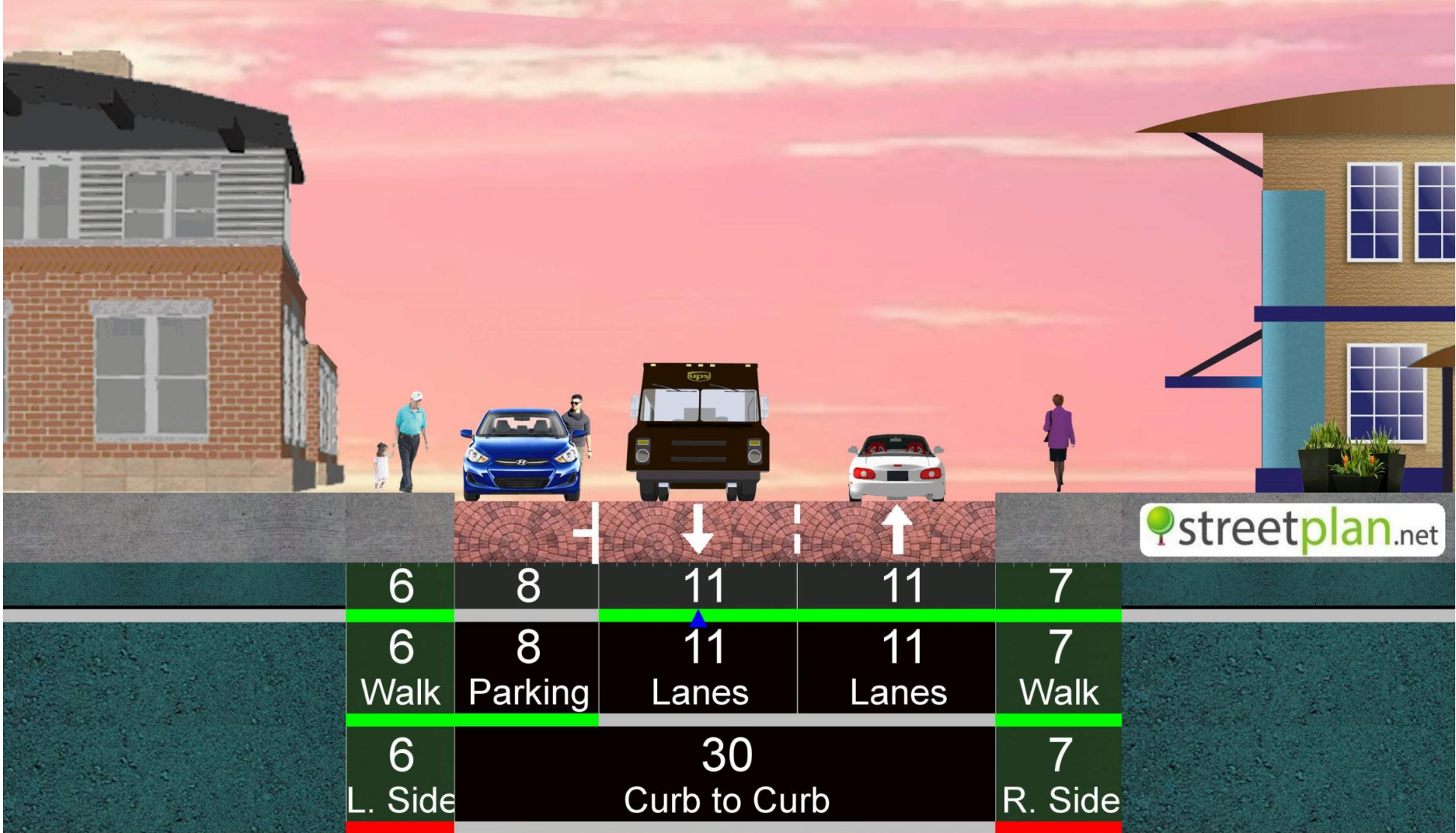
Pilot Program for Non-Motorized Use of the Right-of-Way

- Reconfigure to One-Way to allow for “Parklet” Design Where On-Street Parking Spaces are Turned into Public Use Spaces
- Restaurant Seating; Public Seating; Art Space

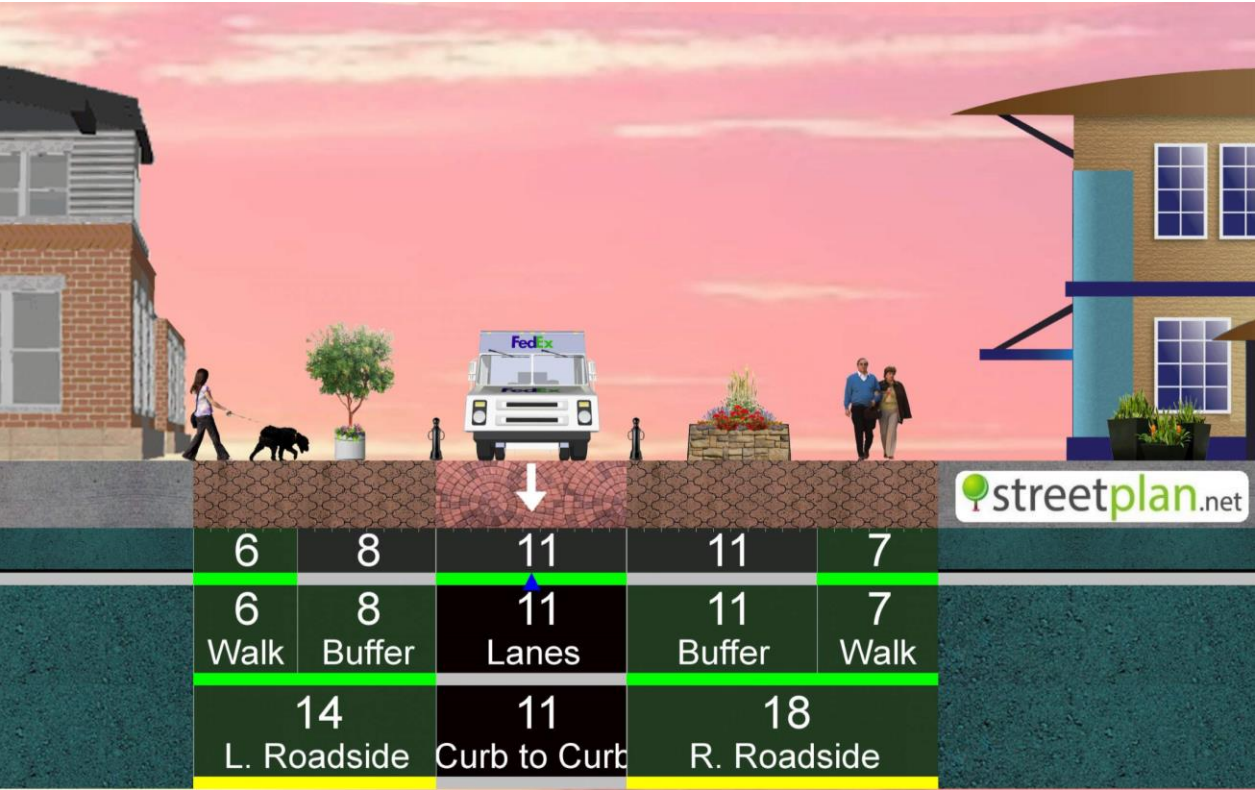
Long Term

- Create a Public Arts / Theater “District”
- Permanent Reconfiguration of Street to Create Public Space
- Public Plaza; Special Events; Concerts

West End Brick Road: Existing Conditions – 43' ROW



West End Brick Road: Design Ideas



One – Way Through Traffic

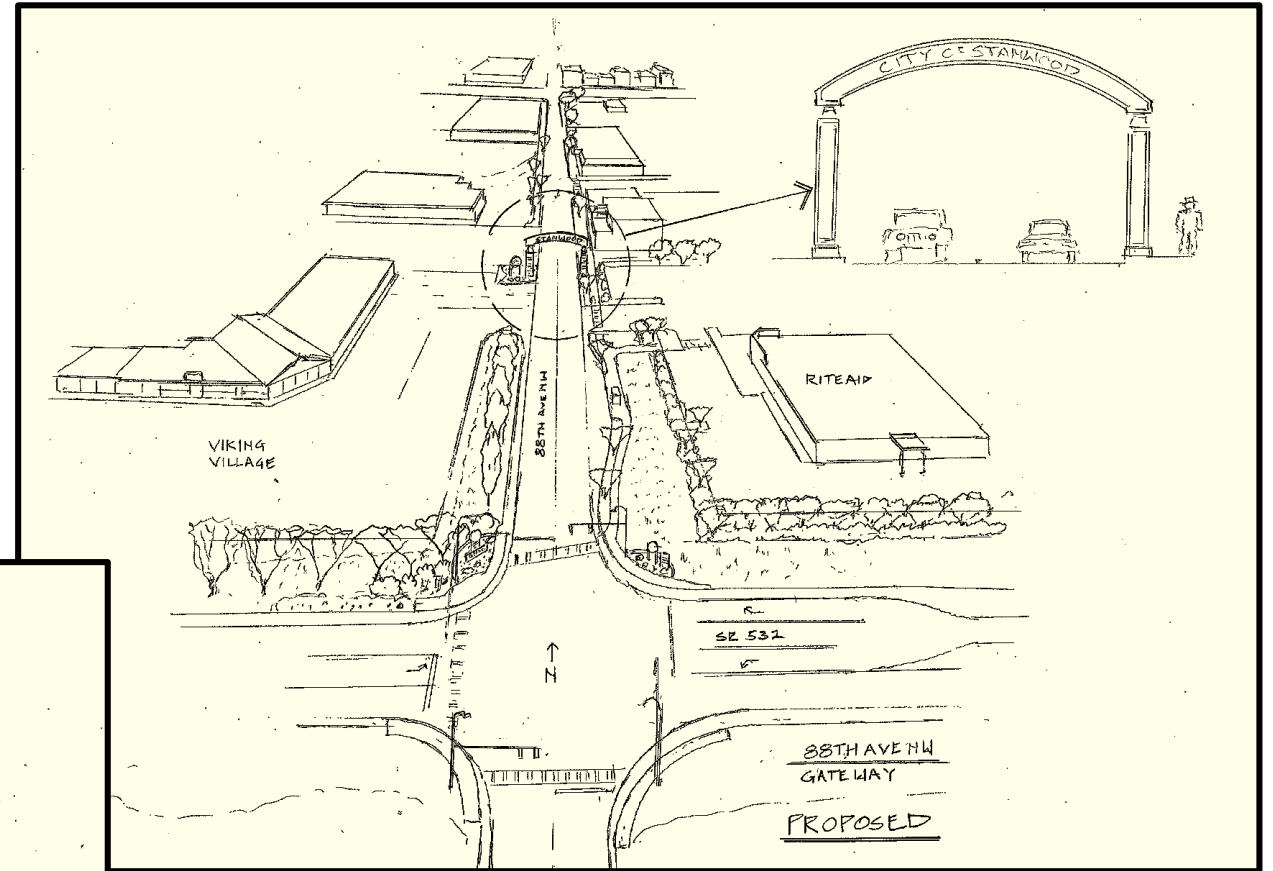
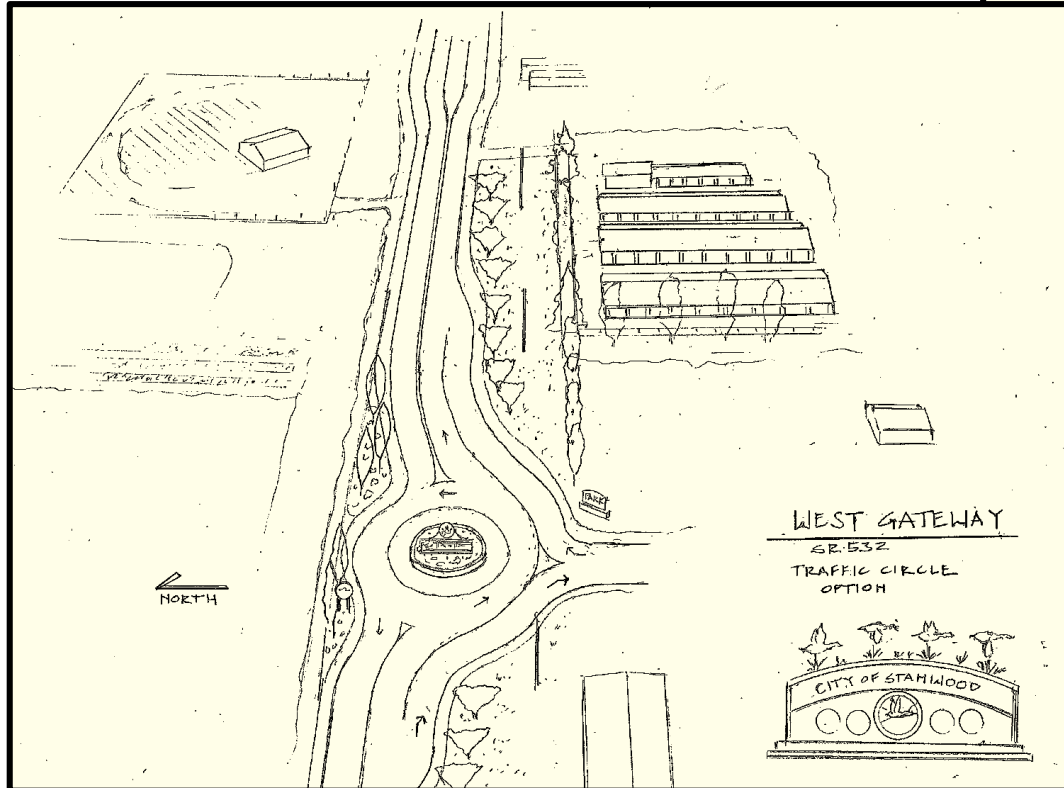


Close Street To Create A Public Plaza

Gateway Features

Gateways:

- Downtown Corridors
- Future Roundabouts



88th Avenue

SR 532 and Ovenell Park

SR 532 Beautification

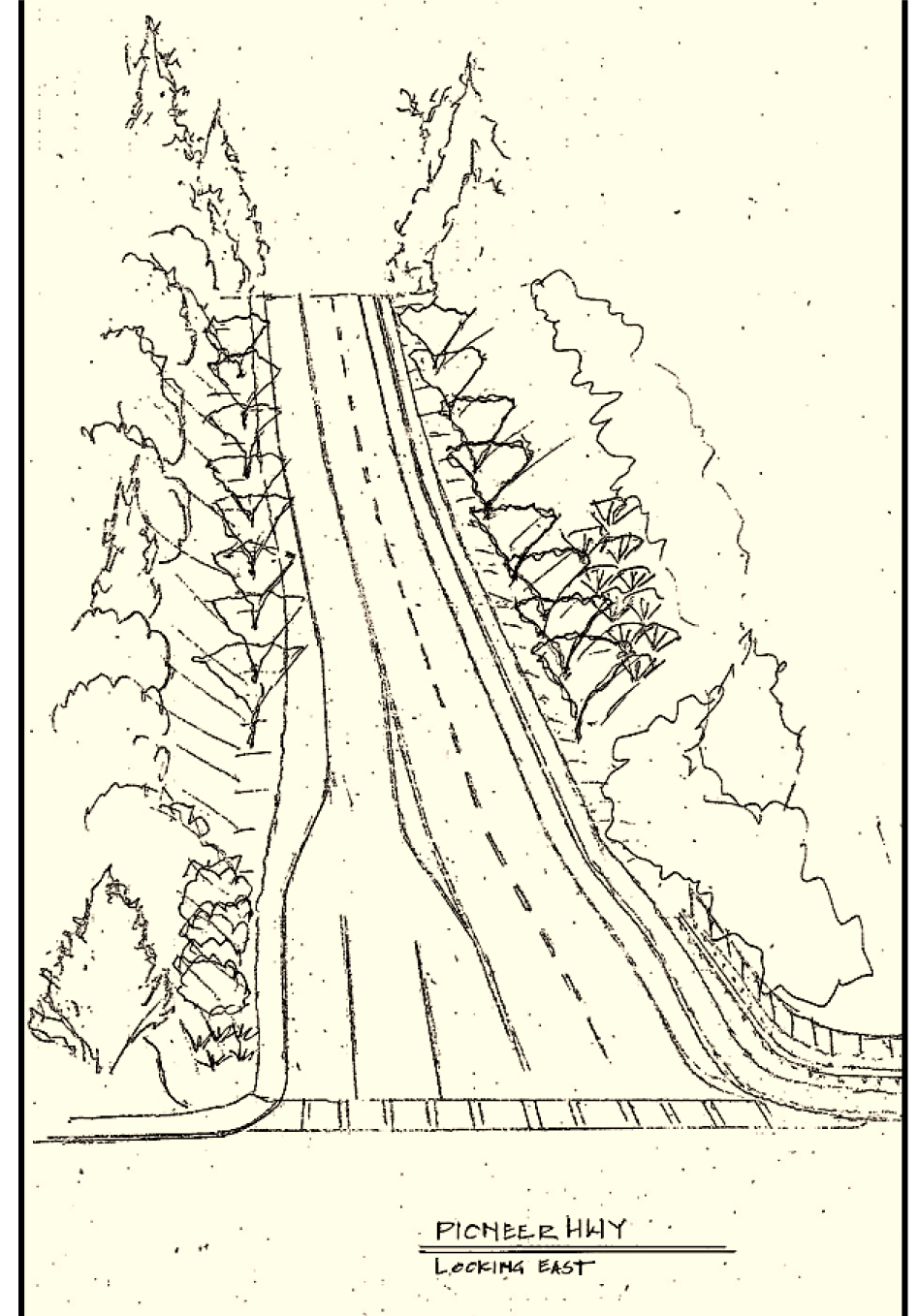
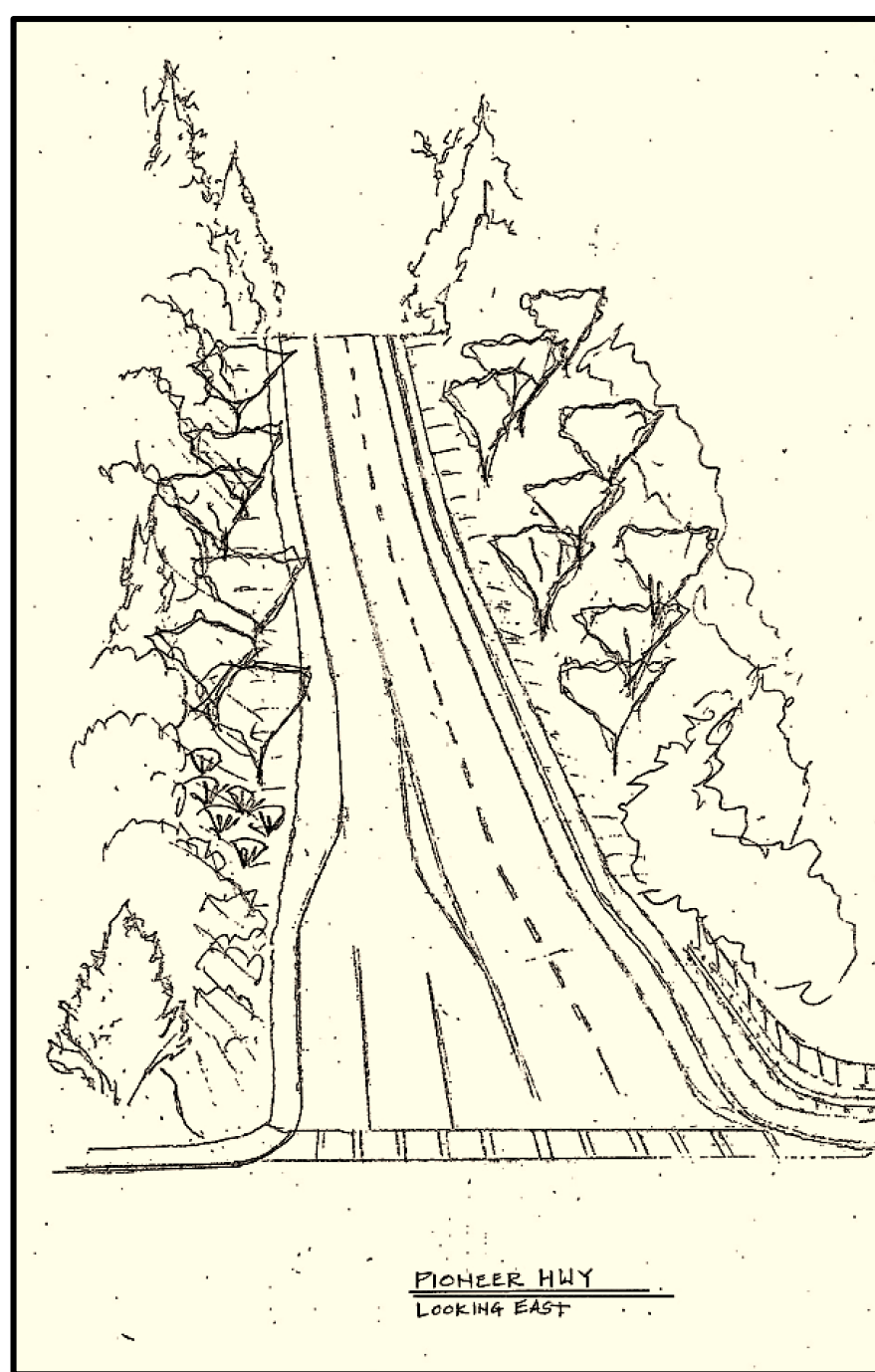
Improve aesthetic quality of SR 532:

- Create a colorful tree lined street curb appeal
- Establish landscape themes at key intersections
- Improve walkability & pedestrian crossings
- Adopt a seasonal banner program on street lights

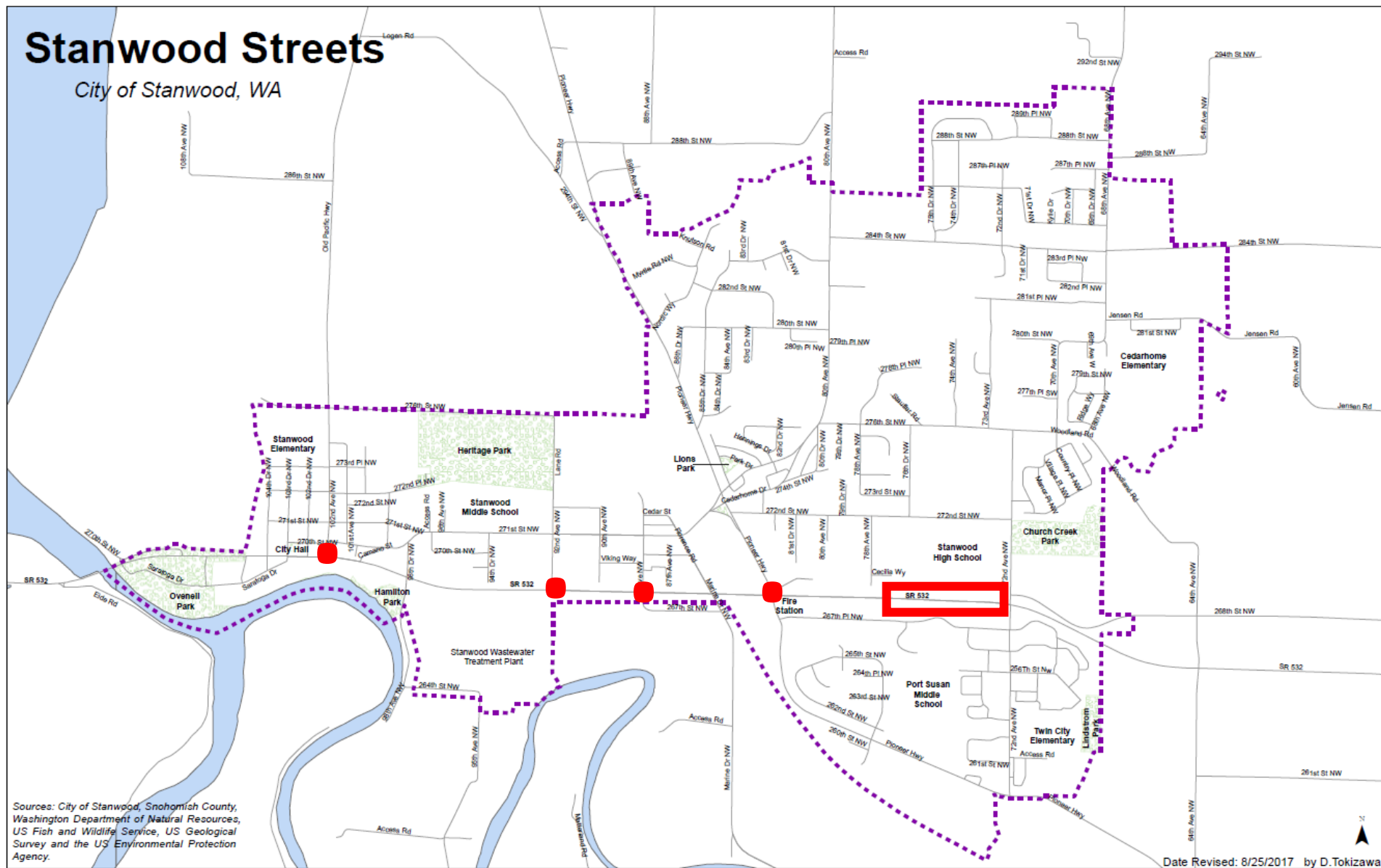
Design
Ideas On
SR 532
Between
the High
School and
Pioneer
Highway

Colorful
Seasonal
Trees

Creates a
Entrance to
Downtown
Stanwood



Landscape Beautification at Key Intersections & Corridors



Wayfinding Signage

Purpose:

- Promote Economic Development in the City of Stanwood
- Promote Community Identity
- Encourage Tourism
- Promote Shopping Districts & Parking Opportunities
- Promote Community Events

Wayfinding Sign Design

Snow Goose Design

Welcome & Visitor
Information Signs

Designated Districts:

- West District
- Central District
- East District
- Hilltop District

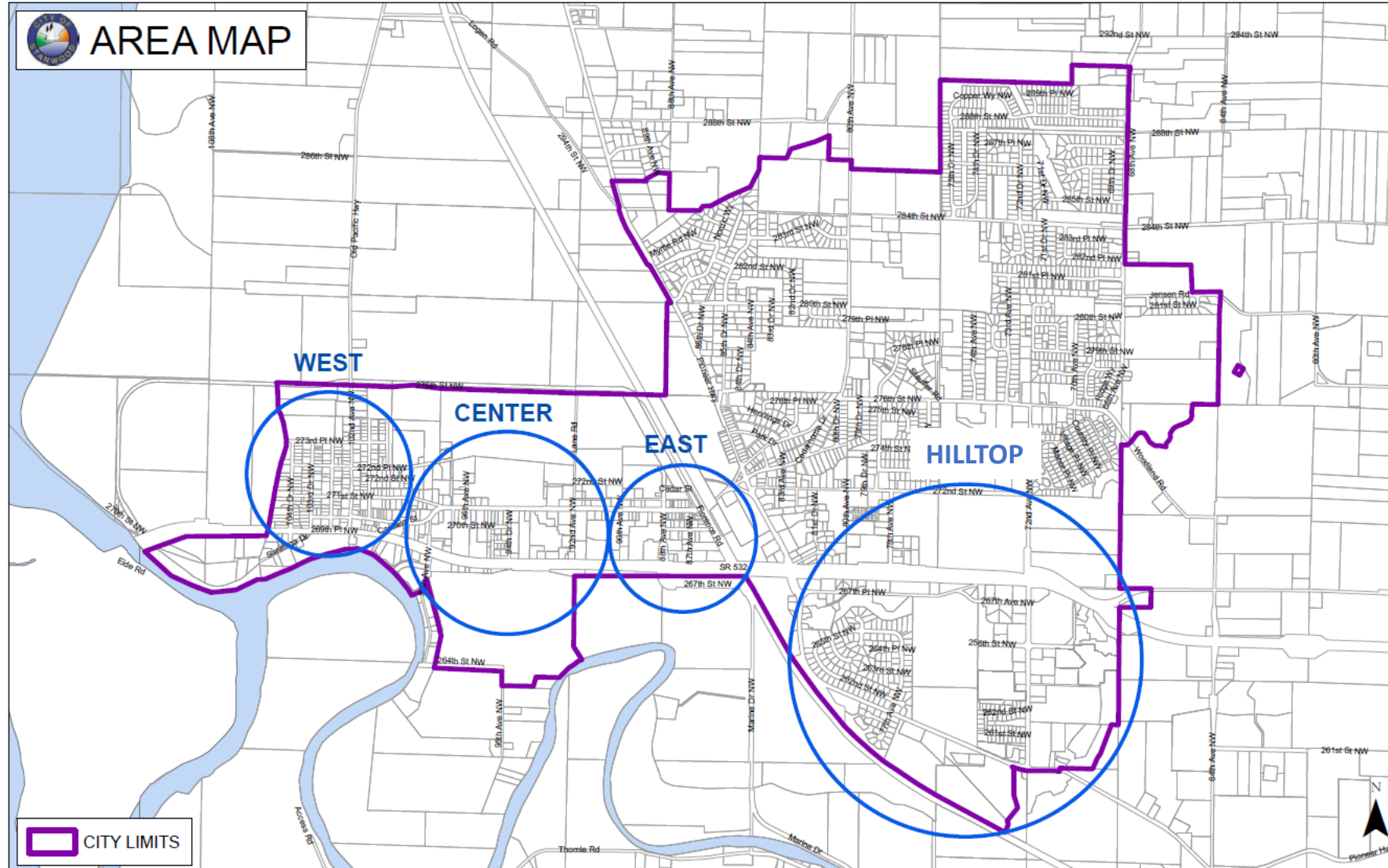
Promote Buying Local



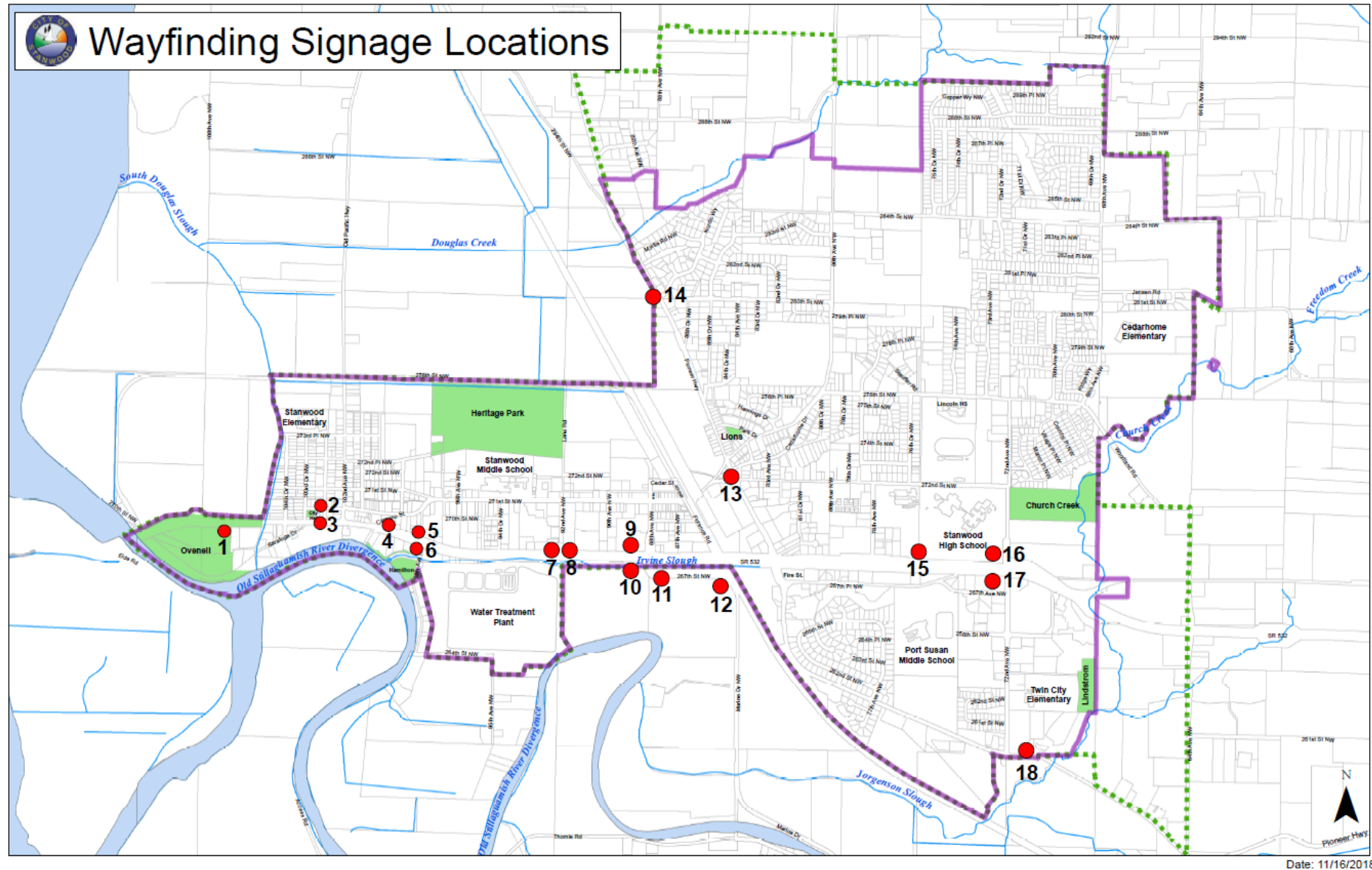
Business Wayfinding Program

- Limited use of city right-of-way
- Identifying business opportunities and services
- Directing travelers to businesses and parking locations
 - Standard background, font and color
 - Exempt from off-premise sign restrictions
- Banners
- Public Information Kiosks
- Historic Street Signs

Wayfinding Districts

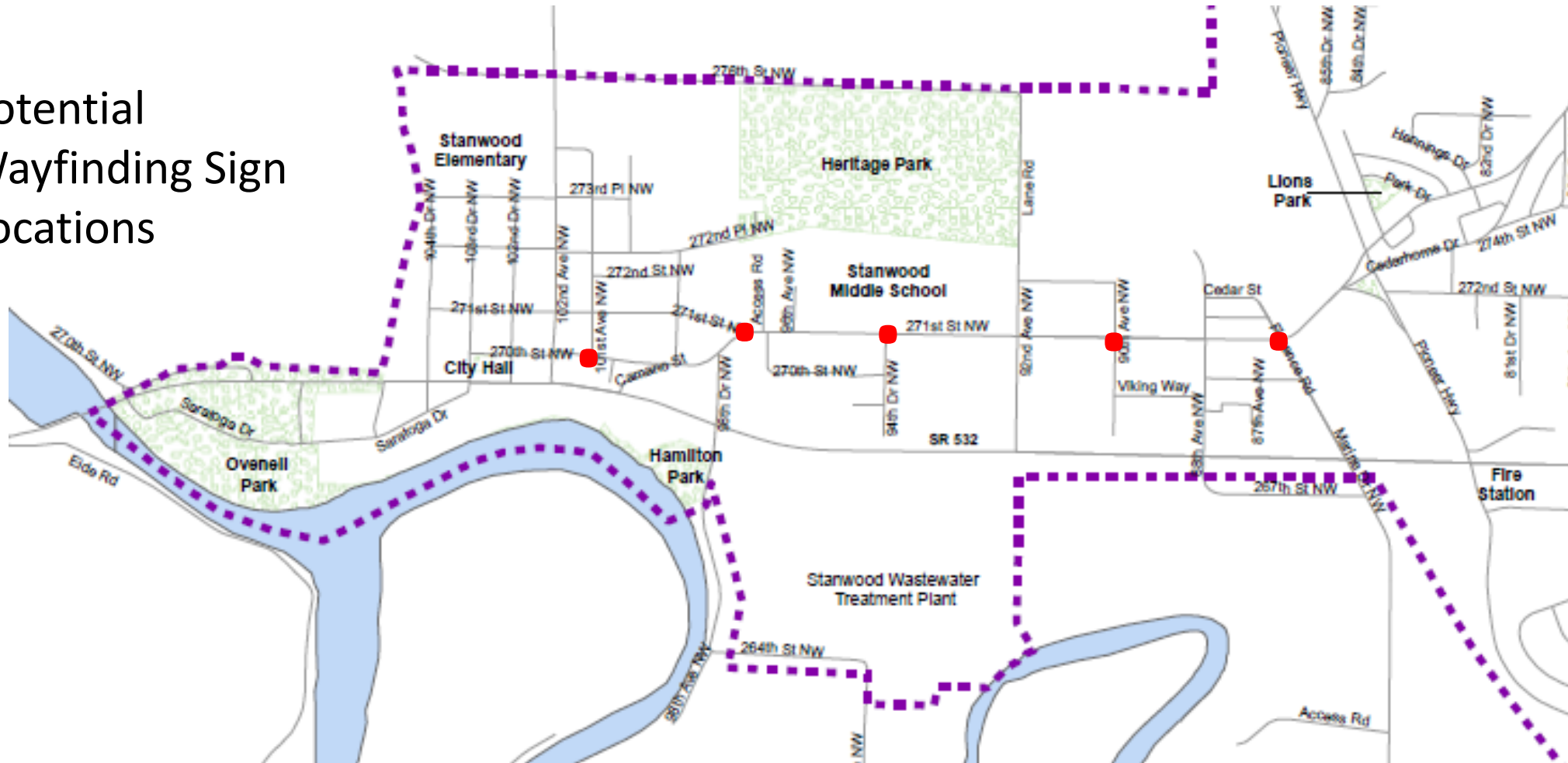


Wayfinding Signs – Phase 1 Locations



Wayfinding Signs: Center and East Districts

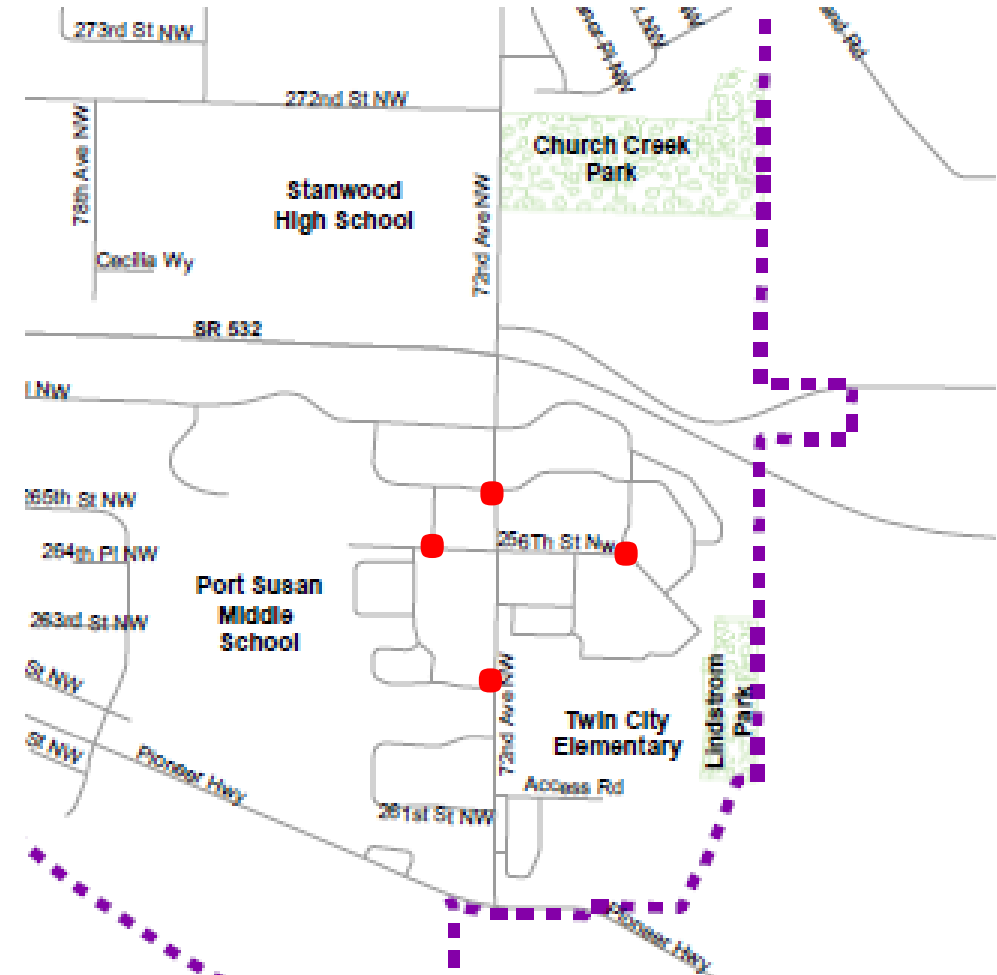
- Potential Wayfinding Sign Locations



Wayfinding Signs: Hilltop

- Potential Wayfinding Sign Locations

Allowed on both the public and private streets; locating signs on private property requires approval of the property owner

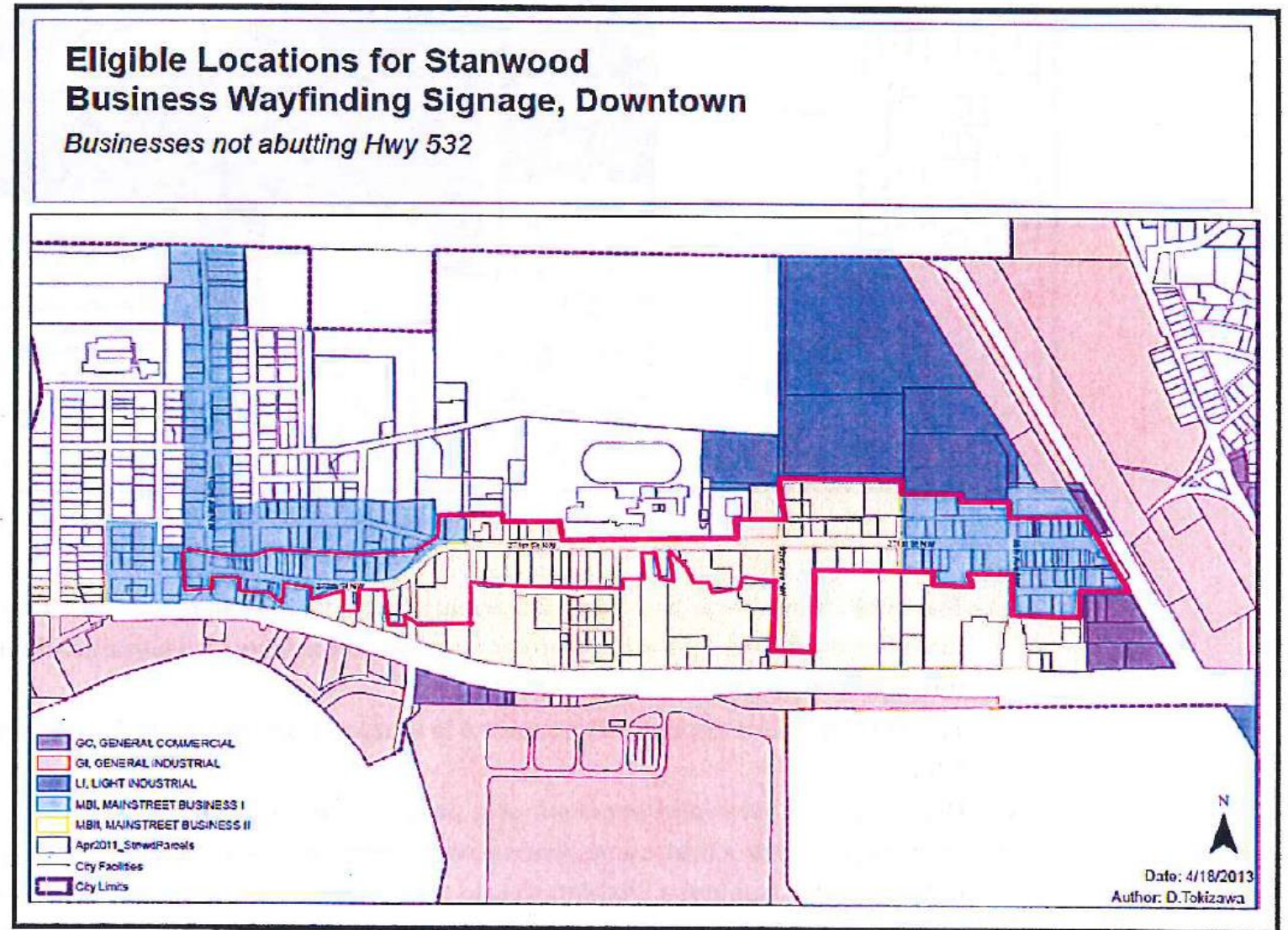


Wayfinding Signs: Center and East Districts

Businesses not abutting SR 532 within commercial zoned land off of 270th and 271st Street are eligible to participate in the wayfinding sign program.

Options:

- Snow Goose Signs with General Business Topics with Arrows
- Visitor Information Signage



Project Overview

Gateway Signage & Landscaping	Main Street Revitalization	Gateway Features	SR 532 Beautification	Wayfinding Signage
Potential Near Term Projects:				
Landscaping Relocation of Existing Signage Service Club Sign	Pilot Parklet Program Landscaping Benches	Landscaping	Landscaping at Key Intersections Installation or Relocation of Signs	Purchase and Installation of Wayfinding Signs by Local Businesses
Potential Long Term Capital Projects:				
	Street Reconfigurations for West, Center and East Districts	88 th Avenue Gateway Arch	Roundabouts Art	City Initiated Project for Signage in the East, Center and Hilltop Districts

Discussion – Implementation

How would you prioritize Projects:

- Creating a 6-Year City Beautification Budget and Capital Improvement Project List

Priority #1 (Yearly)	Priority #2 (1-2 Years)	Priority #3 (3-5 Years)	Long Term (6+ Years)
▪ Yearly Landscape Improvements ▪ Pilot Downtown Parklet Program ▪ Benches / Flowers	▪ Gateway Signs at 72nd Avenue and Ovenell ▪ Service Club Signs ▪ Wayfinding Signs	▪ 88th Avenue Arch ▪ Predesign & Public Outreach for Main Street Reconfiguration ▪ Wayfinding Signs	▪ Design and Permitting of Main Street Reconfiguration
Budget (Yearly)	Budget (1-2 Years)	Budget (3-5 Years)	Budget (6+ Years)
\$10,000 Yearly; On-Going Budget Line Item	\$50,000 - \$60,000 Per Year	\$20,000 - \$40,000: Arch \$250,000 Main Street Predesign	TBD