



Economic Development Board
Meeting Agenda
October 15, 2021

Agenda

1. Receive the Minutes of the September 17, 2021 Meeting
2. Discover Stanwood Camano Updates
3. Business License Updates
4. City Beautification Action Plan: City Banner Project Narrative Updates
5. Business Round Table Updates
6. EDB Next Meeting on November 19, 2021

ZOOM MEETING INVITATION

Topic: Economic Development Board Meeting

Time: October 15, 2021 7:30 AM

Join the zoom meeting with the link below

<https://us02web.zoom.us/j/82210915173?pwd=akx4aDk4ZXRhY0VNZFRuUjZlZ0E4UT09>

Webinar ID: 822 1091 5173

Passcode: 885804

Join by telephone: (253) 215-8782



Economic Development Board Meeting Agenda September 17, 2021

The September 17, 2021 Economic Development Board Meeting held via Zoom, was called to order at 7:30 a.m.

Board Members in Attendance:

Les Anderson, Kristine Birkenkopf, Randy Heagle, Dave Pelletier, Blake Arnold, Brandy Timmer, Dave Pelletier

Absent: John Russell

Staff Members in Attendance:

Patricia Love, Sarah Cho, Krista Hintz, Sara Robinson

Also known to be Present: N/A

Approval of Minutes:

The minutes of July 16, 2021 were approved as written.

Discover Stanwood Camano Updates:

Economic Development & Marketing Manager, Sarah Cho presented the Discover Stanwood Camano website analytics. There were 1,857 users and 4,322 page views in July 2021 and 1598 users and 3,222 page views in August 2021. The audience locations were from Washington State, Wyoming, California, Texas, and Oregon. There was a request to include Canada in the next analytic report.

Business License Updates:

In the Month of July, the City received a total of 22 new applications - 4 City Business License Applications, 12 Non-Resident Business Applications and 6 Home Occupation Business Licenses.

In the Month of August, the City received a total of 25 new applications - 4 City Business License Applications, 16 Non-Resident Business Applications and 5 Home Occupation Business Applications.

Some of the July and August applications were due to change of ownership.

There was a request to connect the number of jobs being added to this data.

Business Round Tables:

The City will be holding Business Roundtable meetings

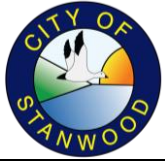
The first meeting will be on September 29 and will feature the East Side Businesses. This meeting will be held virtually via online Zoom meeting. The second meeting will be on October 6 and will feature the West End Businesses. This meeting will be held in person at S.A.A.L Brewing Co. More information and invitations will go out next week.

Other Business:

Community Development Director, Patricia Love said that the next element of the City Beautification project will be the banners. EDB will review the art and graphics and will be providing suggestions to City Council.

It is hoped to have the banners up for Spring -March or April- and they will be seasonal.

The group discussed the banner size and poles where the banner stands will be. The EDB would like to see more on the West End of the community.



Economic Development Board Meeting Agenda September 17, 2021

Sarah Cho noted that the City has applied for a Hotel Motel grant. We will hope to have a response by mid-October. The grant will be to promote tourism through Discover Stanwood Camano as well as other digital travel content.

Adjourn: 8:09 am

Next meeting: October 15, 2021 @ 7:30 am

Sara Robinson
City Clerk

Discover Stanwood Camano Analytics

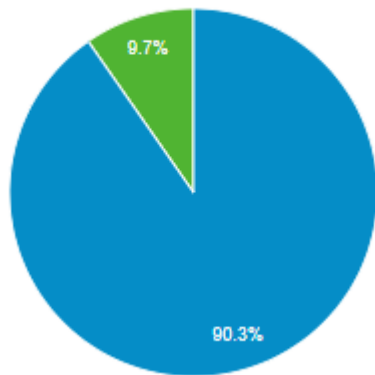
September 2021

Audience Overview

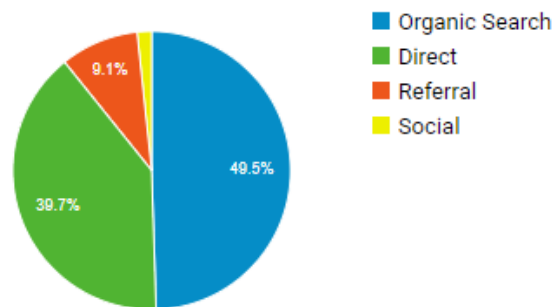
Users 1,066

Page views 1,979

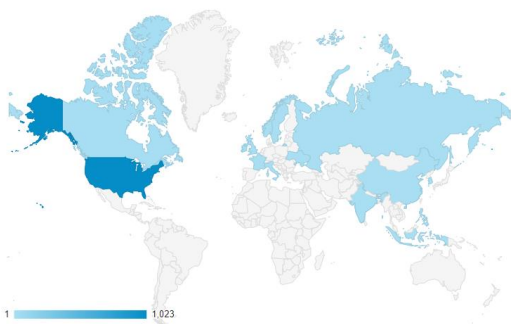
■ New Visitor ■ Returning Visitor



Acquisition Overview



Audience Location



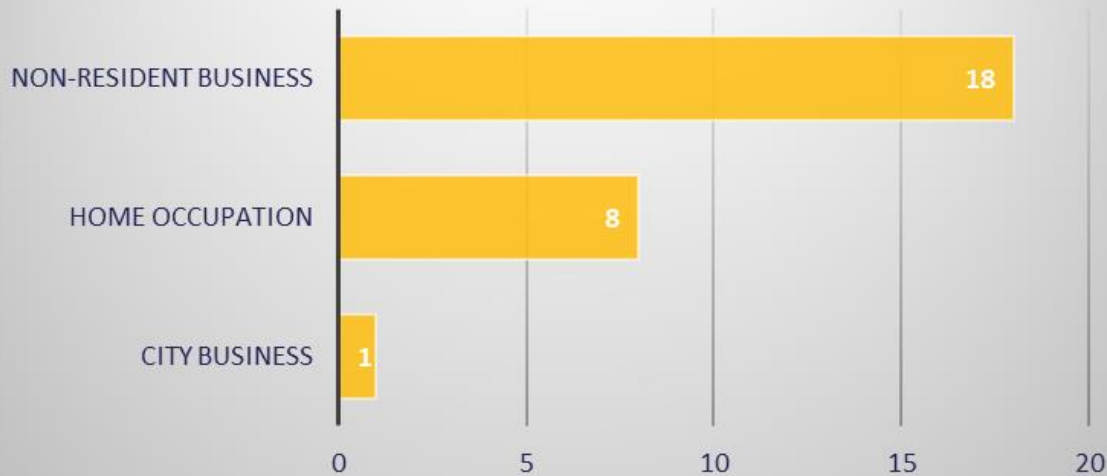
Audience Location (USA)

Washington: 587
Wyoming: 153
California: 75
Oregon: 31
Ohio: 28

Business License Analytics

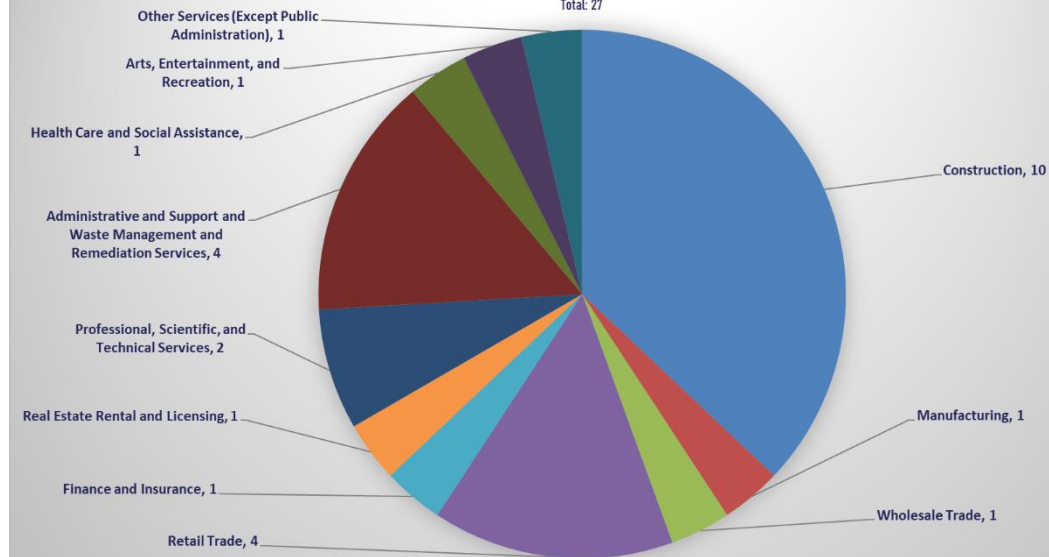
September 2021 Business Licenses

Total: 27



September 2021 Business Licenses

Total: 27





City Beautification Action Plan City Banner Project Narrative

INTRODUCTION:

Over the last 10 years the City has adopted several economic development strategies to promote the vitality of Stanwood's Main Street business districts and neighborhoods. A substantial amount of community volunteer effort went into crafting a vision for Stanwood's future. Using guidance from this work, the City Council adopted the City Beautification Action Plan via Resolution 2020-14 on December 10, 2020.

This City Beautification Action Plan sets in motion a 6-year investment program that celebrates the beauty of our City by making investments in our businesses, local aesthetics, and infrastructure. It consists of 6 key program elements:

- 72nd Avenue Gateway Signage and Landscaping
- Main Street Revitalization
- Downtown Gateway Features
- SR 532 Beautification
- Wayfinding Signage
- Public Art

WAYFINDING SIGNAGE:

One element of the City Beautification Action Plan is *Wayfinding Signage* which includes continued implementation of the Snow Goose wayfinding signage program. The Wayfinding Element of the program includes design and installation of decorative / seasonal banners in the downtown and uptown districts. The City anticipates that the banner project be designed and implemented according to the following project guidelines.

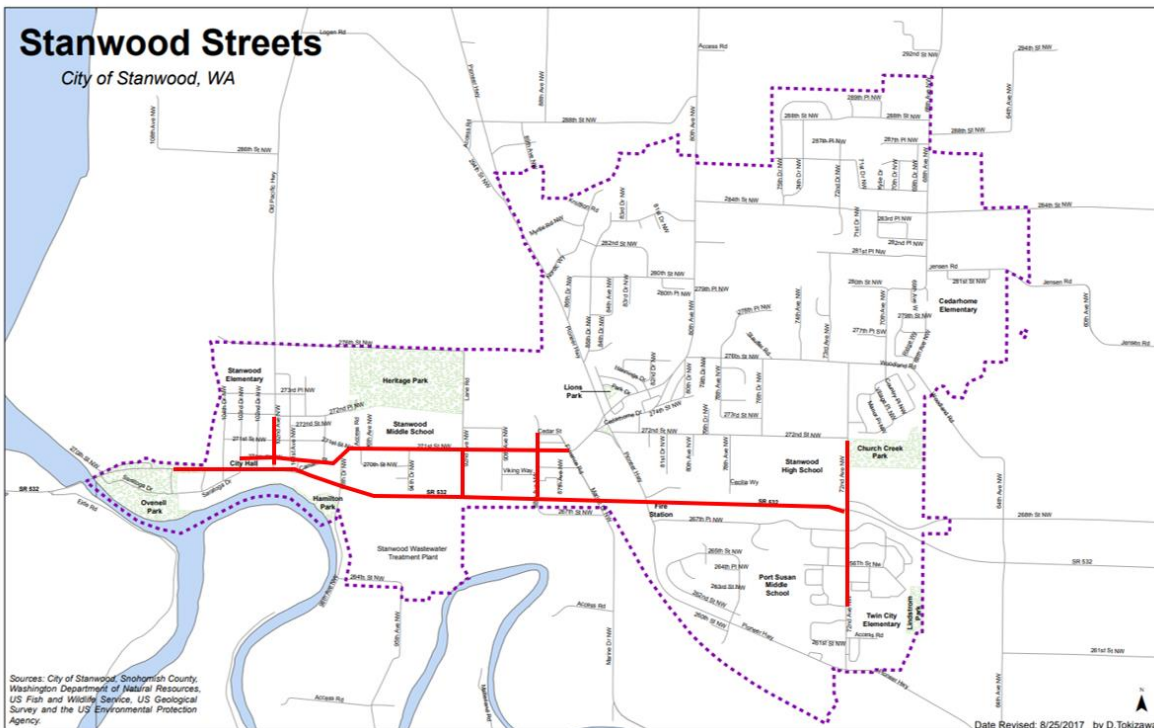
Project Vision:

Increase the visibility and beauty of the community to residents and local travelers by installing decorative and seasonal banners strategically placed along major thoroughfares such as SR 532, 72nd Avenue, 88th Avenue, 92nd Avenue, 102nd Avenue and 271st Street. Banners are intended to add color and excitement to the City's commercial areas as well as also aiding in promoting special events.





Banner Thoroughfares:



The banner program shall not be used for commercial advertising, display of personal messages, or to promote political and/or religious organizations, messages, or issues. The City reserves the right to determine whether a banner is eligible for placement on a City street pole under these guidelines.

Aesthetics:

Banners are intended to be observed from a distance by both pedestrians and motorists. It is strongly recommended that the designs be bold and simple. Messages should be kept to a minimum, promote a season or special event without adding specific dates in order to reuse banners in future years. The City anticipates two types of banners:

- City sponsored seasonal or community banners
- Special event banners paid by sponsors

In cases where banners are used to promote special events, a sponsorship credit may be incorporated in the banner design. No telephone numbers or similar forms of advertising are permitted, however a logo which includes the sponsor name can be used. The focus, however, should be on the event and not the sponsor.





Banner Locations & Quantity:

The City anticipates that the city sponsored banners will be changed out seasonally: approximately four times per year. If the special event banners are proposed by event sponsors, the banners may be changed out more frequently. Special event banners should be located near the event location and hung on the poles at least three weeks in advance of the event. Event sponsors may be charged a fee to cover the cost of staff time needed to install the banners.

West End Banner Locations:

There is a total of 4 existing banner locations; however, an additional 6 banner pole locations are being planned.



Center District Banner Locations:

A total of 34 pole locations are available in the Center District. However, banners should be spaced out to not overwhelm the streetscape. Banners should be strategically placed at driveway entrances and at key intersections.



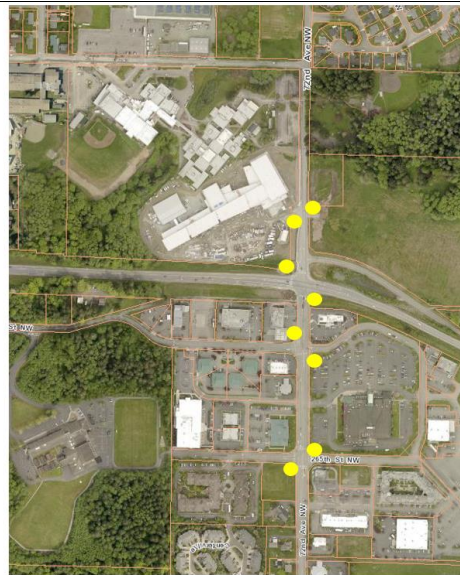
East End Banner Locations:

A total of 21 pole locations are available in the Center District. However, banners should be spaced out to not overwhelm the streetscape. Banners should be strategically placed at driveway entrances and at key intersections.



Uptown Banner Locations:

The City currently does not have any city owned poles in the Uptown area. However, if new City poles are installed or the city installs banner poles, they should be located as shown with the yellow dots for a total of 8 pole locations.





SR 532 Banner Locations:

The City of Stanwood must obtain approval from the Washington Department of Transportation to allow the installation of banner on WSDOT right-of-way or streetlight poles. If approval can be obtained, banners should be located at the following key intersections: 72nd Avenue, 88th Avenue, 92nd Avenue and 102nd Avenue.

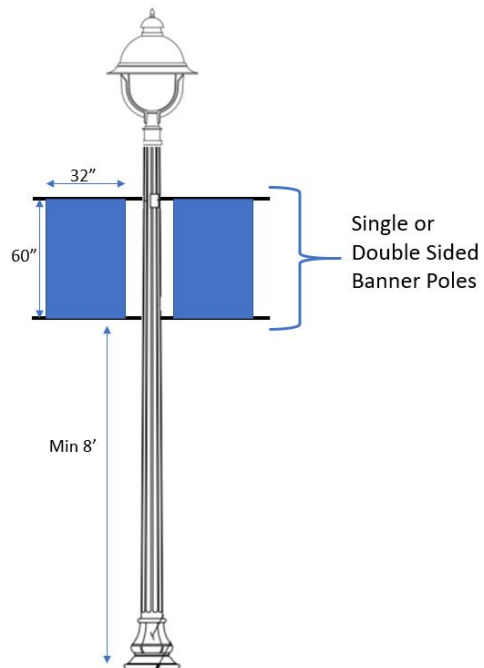
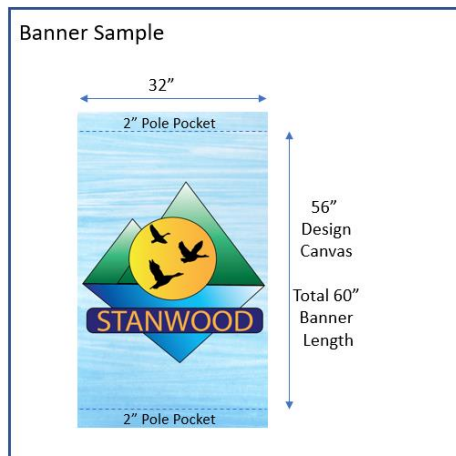
Themes and Locations:

As noted above, the City has five general districts for banners: West End, Center District, East End, Uptown and SR 532. Banner designs may be different in each of the general district locations or may include a variety of designs within a district, however they should all be consistent with a common theme such as seasons or special event promotions.

Size:

Typical banner size is 32" in width and 60" in height after fabrication. A 2 inch in loop hem must be sewn in the top and bottom of the banners for threading on the banner arms. The banners shall be double faced and be constructed of weather resistant materials.

Stanwood Pole Banner Size





Banner Production:

Banners will be produced by those managing the special event(s) or by those contracted by the City to prepare the city sponsored banners. Sponsors will work with the City to determine the number of banners, identify banner locations, and the installation schedule. All banners shall be delivered to the City two weeks prior to the day they are scheduled to be installed. A fee may be charged for the cost of city staff to hang the banners.

Banner Art Ownership:

- **City Sponsored Banners:** The art and graphics associated with city sponsored or owned banners shall be the property of the City of Stanwood. If the banners become damaged or in need of replacement the City shall have full rights to reproduce the graphics and replace the banners. The City shall also have the right to use the image(s) on the City's website as needed to promote or celebrate seasonal changes or city sponsored events. Artist shall also retain the right to use their designs as desired for other purposes that do not conflict with the City's banner program.
- **Special Event Sponsored Banners:** The art and graphics used on banners prepared for special events shall be owned by those sponsoring the event. If the event sponsors wish to have their event listed on the city website or the Discover Stanwood Camano website, use of the banner designs shall be provided to the city at no cost.

Banner Review Process:

The City of Stanwood will work with the Stanwood Camano Arts Association Commission (SCAAC) to prepare city sponsored banner designs. This may include a call for artists to present design concepts. For special event banners, the sponsor of the event shall submit their designs to the City of Stanwood for review.

Banner submittal requests shall include a written description of the banner, its intended audience (seasonal, decorative, or special event), a graphic of the proposed design, and dates for when the banners will be installed. If there are conflicts with banner dates, the City of Stanwood shall have priority and then second priority shall be ranked on first come – first served basis.

The Economic Development Board is responsible for reviewing the banner designs. They will then make a formal recommendation to the City Council to accept the design, modify the design or reject the design. Staff will then forward that recommendation to the City Council for final approval. Once approved, the banners can be manufactured.





The Community Development Department shall prepare a banner application form with submittal requirements and any associated fees.



BUSINESS ROUNDTABLE

promoting a thriving economic climate for all



Roundtable Topic: City Beautification Action Plan Update
2021-2022 Gateway Project

TWO WAYS TO ATTEND

EAST END UPDATES

VIRTUAL - SEPT. 29TH, 8:00AM VIA ZOOM

WEST END UPDATES

IN PERSON - OCT. 6TH, 8:00AM @ SAAL BREWING CO.

City Beautification Action Plan

6 Program Components

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

**Moving Beyond Planning
and into Implementation**

Identify Projects

Prioritize Projects

Adopt 6-Yr Budget

Design Projects

Construct Projects



City Beautification Action Plan
Adopted December 10, 2020

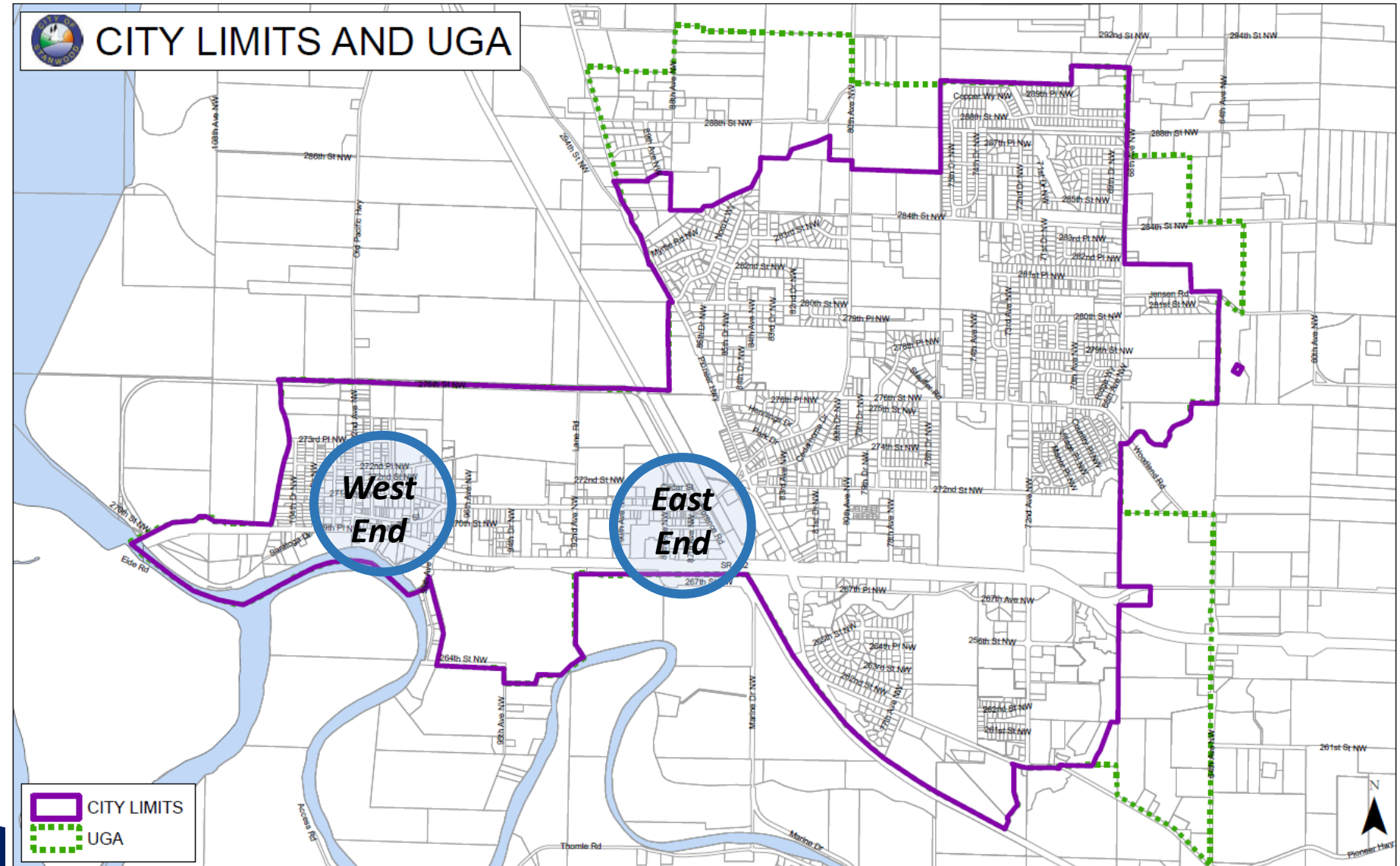
2021 Project Implementation

- Service Club Sign: 72nd Avenue - October 2021
- 72nd Street Entry Sign: Landscaping and “Welcome” Sign – October 2021
- Wayfinding Signs: Downtown Parking Directional Signs – Complete
- Seasonal Street Light Banners: - Working on Project Narrative and Agreement with Stanwood Camano Arts Advocacy Commission
- SR 532 Landscaping: 92nd Avenue – October 2021
- **Mainstreet Beautification: Pending – Work with Chambers to Determine Projects**
- **Gateway Arch: Pending – Work with Chambers / Business Owners to Determine Design Elements**

Gateway Features Project

Project Goals:

- Celebrate the uniqueness of each district
- Complementing or common theme(s)
- Promote the City as the commercial and cultural center of the greater Stanwood- Camano region.



East End Gateway – 88th Avenue Arch

Northern Looking View: Welcome to Stanwood



Gateway Features:

- Located at New Viking Way Intersection
- Mesh Arch Design
- Art Panels on Front and Back Celebrating Stanwood History, Parks, or Culture
- Inside Panels – Art Feature or Plain
- Option to Add Banners

East End Gateway – 88th Avenue Arch



South Facing View: City of Stanwood



Eastern Angled View: Option of Donation Panels

Overall Design:

- Lankford Landscape Architects (Local Firm)
- Reviewed by the Economic Development Board and City Council Committees

Questions / Feedback

We Want To Hear From You:

General Discussion
Chat Box Comments

Interactive Questions:

- Do you support the overall design concept?
Yes / No – Tell us your thoughts in the chat box
- What is your highest priority for the arch design?
 - Location: Viking Way
 - Location: 271st Street
 - Art Panels
 - Donation Panels
 - Banner Option
 - Other: Describe in Chat Box



Next Steps:

- Final Design
- Cost Estimates
- Council Budget
- Construction

Main Street Revitalization

2019

Chamber Requested That The City Consider Some
Form of Main Street Revitalization Program



Suggested Ideas

- Wide Pedestrian-Friendly Sidewalks
- Create Plaza Spaces
- Function as a Festival Street
- Possibly Change to One-Way
- Slow Down Pass-Through Traffic
- Branding of Main Street
 - Build Park Areas
- Install Street Trees / Planter Boxes
- Street Art
- Move Farmers Market to Main Street

271st Street Roadway Configuration Option

Partial Road Closure With Open Plaza

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



Preferred Option of the Economic Development Board:

- With Removable Bollards so the Street Can Accommodate Vehicles if/when Needed

Planning Commission Recommendation:

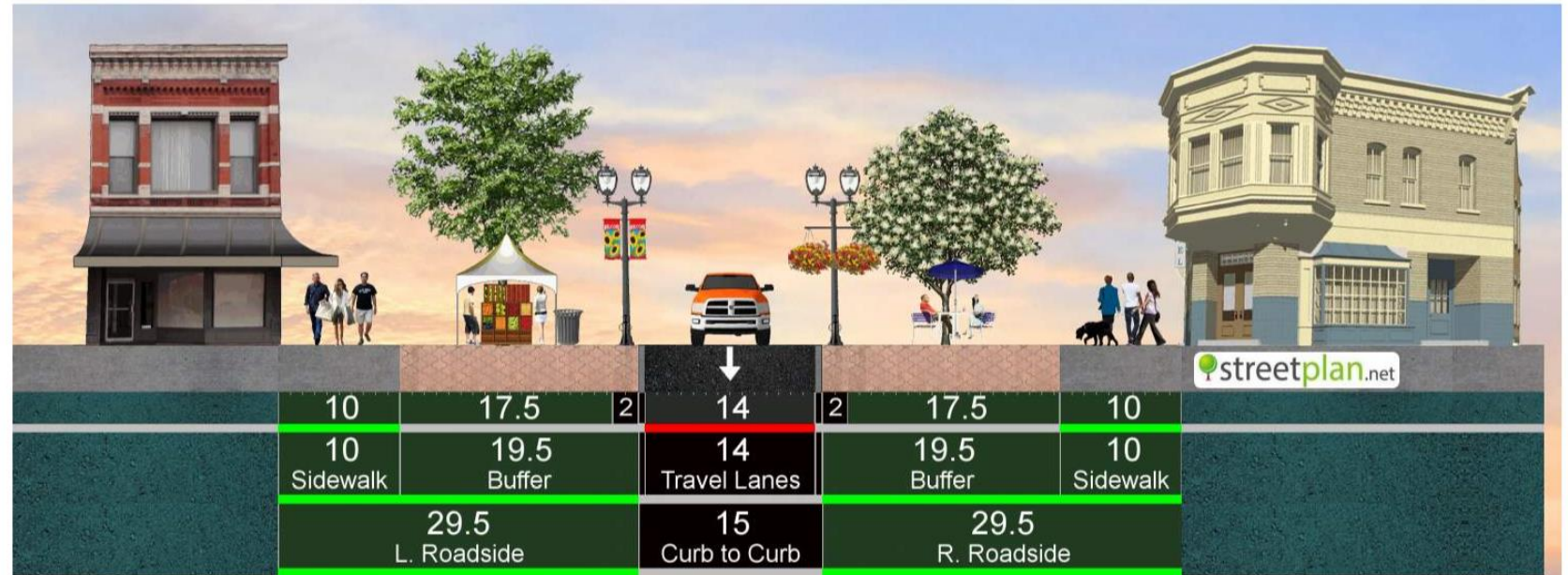
- Keep 2-Lanes with Wide Sidewalk



271st Street Roadway Configuration Option

Potential One-Way Street With Open Plaza

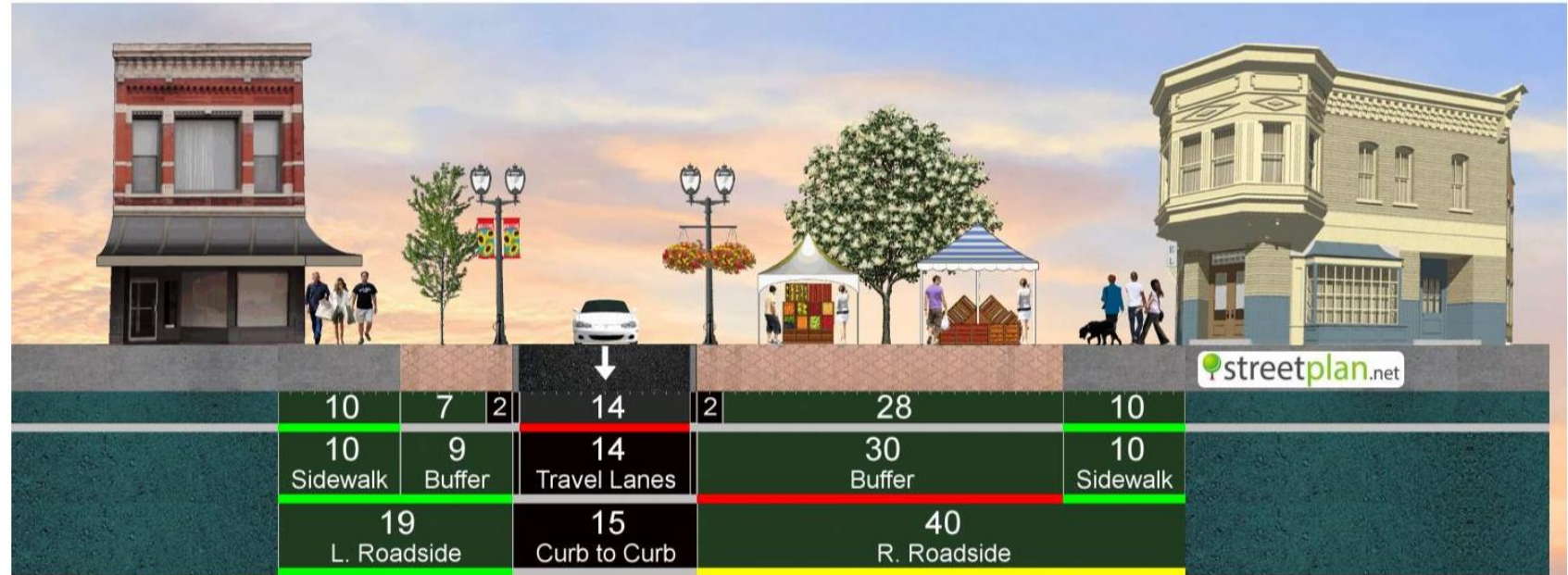
271st between 88th and Florence One Way Alt 1 Right-of-Way: 74' of 74'



271st Street Roadway Configuration Option

Potential
One-Way Street
With Curved Road
and
Off-Set
Open Plaza

271st between 88th and Florence One Way Alt 2 offset Right-of-Way: 74' of 74'



Questions / Feedback

We Want To Hear From You:

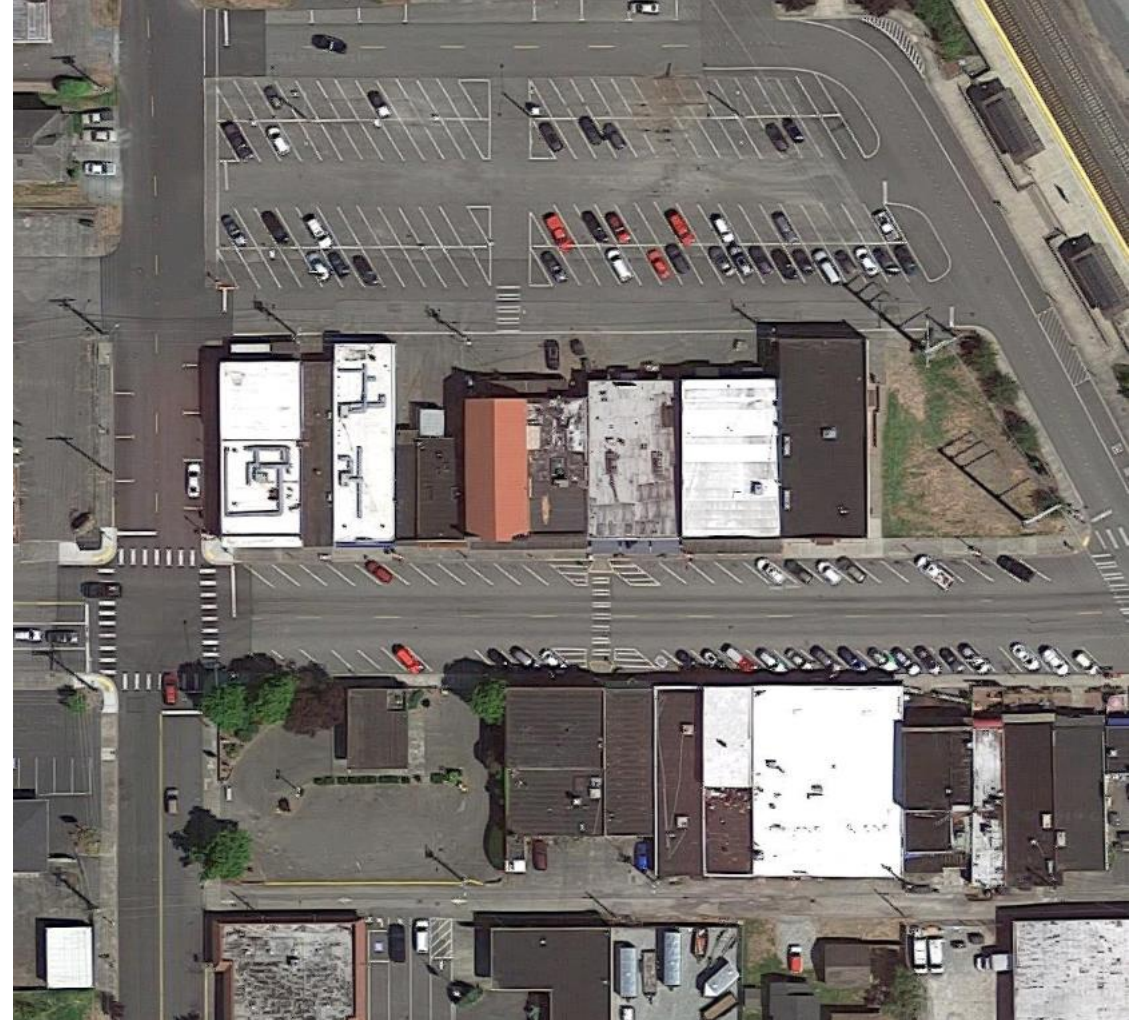
General Discussion
Chat Box Comments

Interactive Question:

What is your highest priority for Main Street?

- Improved Pedestrian-Friendly Sidewalks
- Plaza / Park Space
- Parking
- Lighting
- Art
- Street Trees / Planter Boxes
- Seating
- Public Restrooms
- Signage
- Other – Tell Us Your Thoughts in the Chat Box

East End Shopping District



Questions / Feedback

We Want To Hear From You:

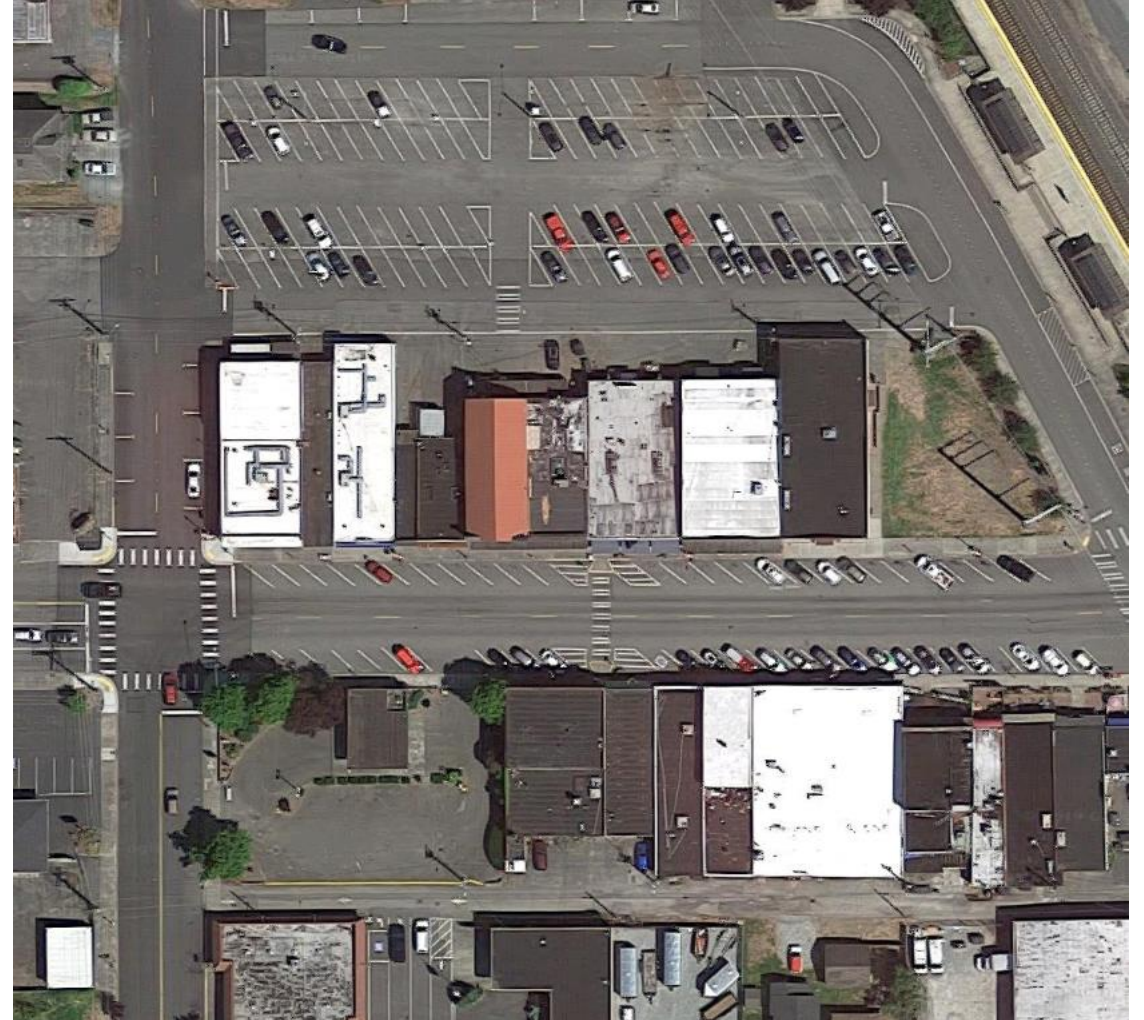
General Discussion
Chat Box Comments

Interactive Question:

How Would You Reconfigure Main Street?

- Close Main Street to Create Permanent Plaza Space
- Keep Two-Way Street & Widen Sidewalks
- Change Main Street to One-Way
- Keep As Is
- Other – Tell Us Your Thoughts in the Chat Box

East End Shopping District



Questions / Feedback

We Want To Hear From You:

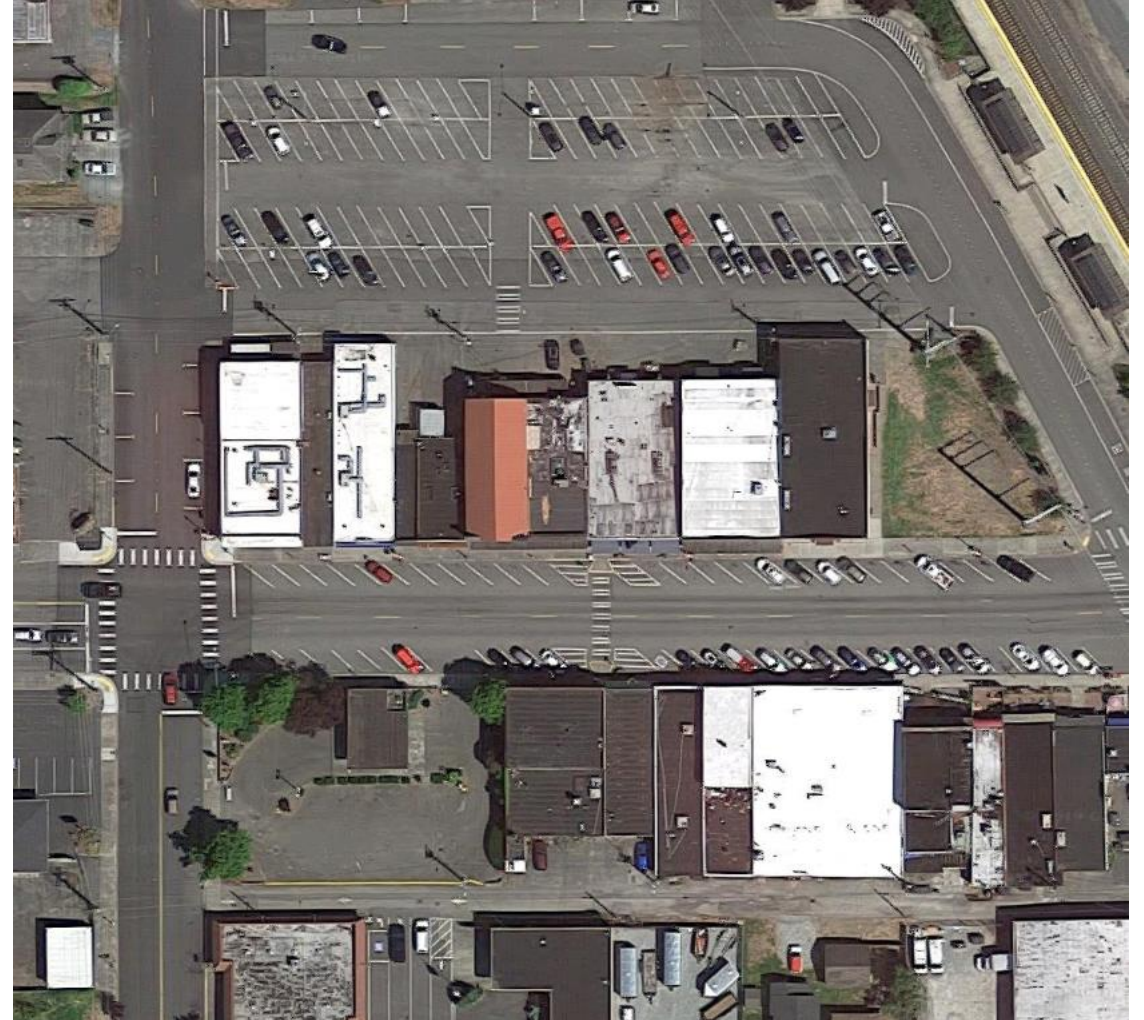
General Discussion
Chat Box Comments

Interactive Question:

Do You Support Moving the Farmers Market to Main Street?

- ☐ Yes
- ☐ No
- ☐ Other – Tell Us Your Thoughts in the Chat Box

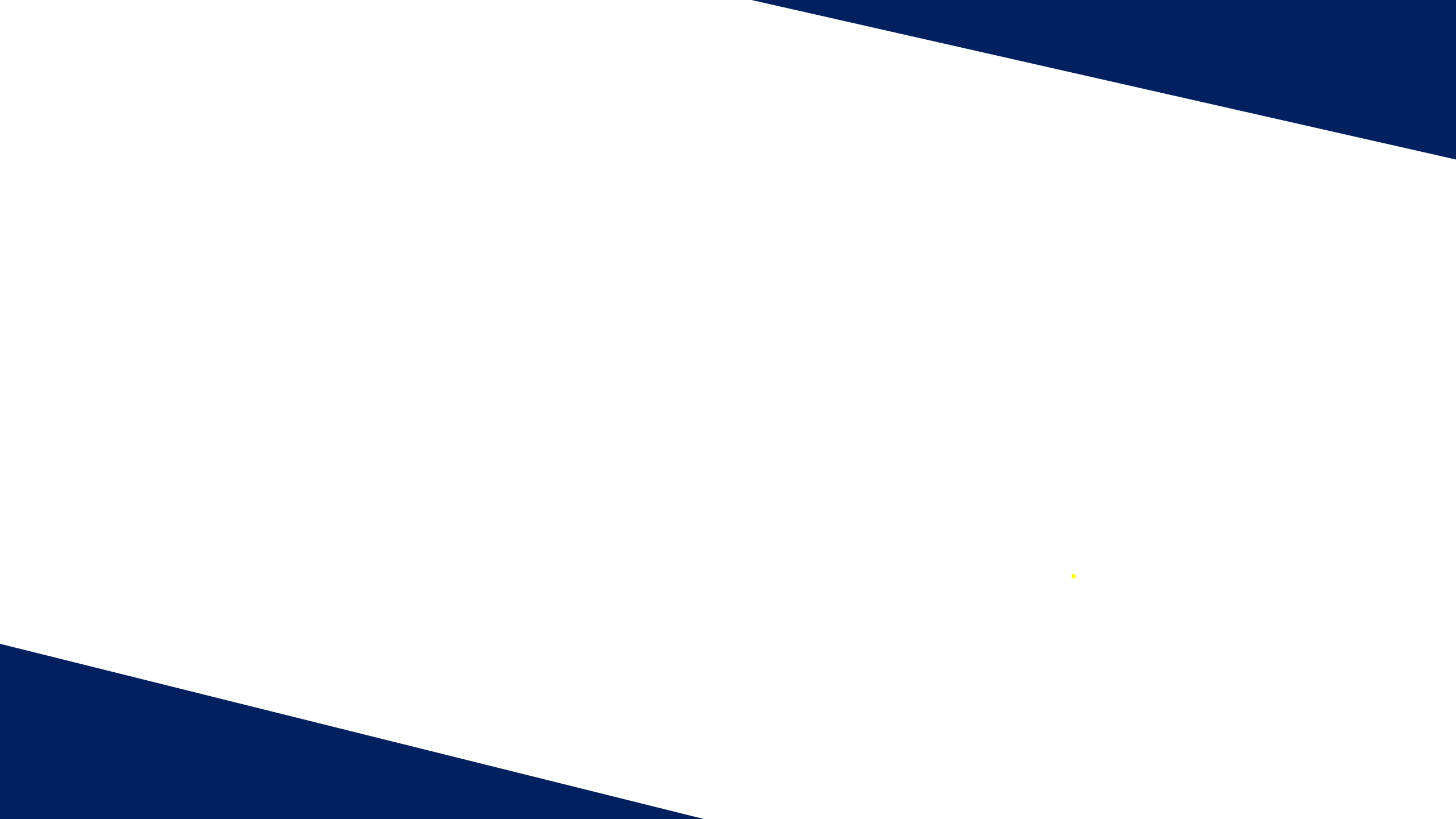
East End Shopping District

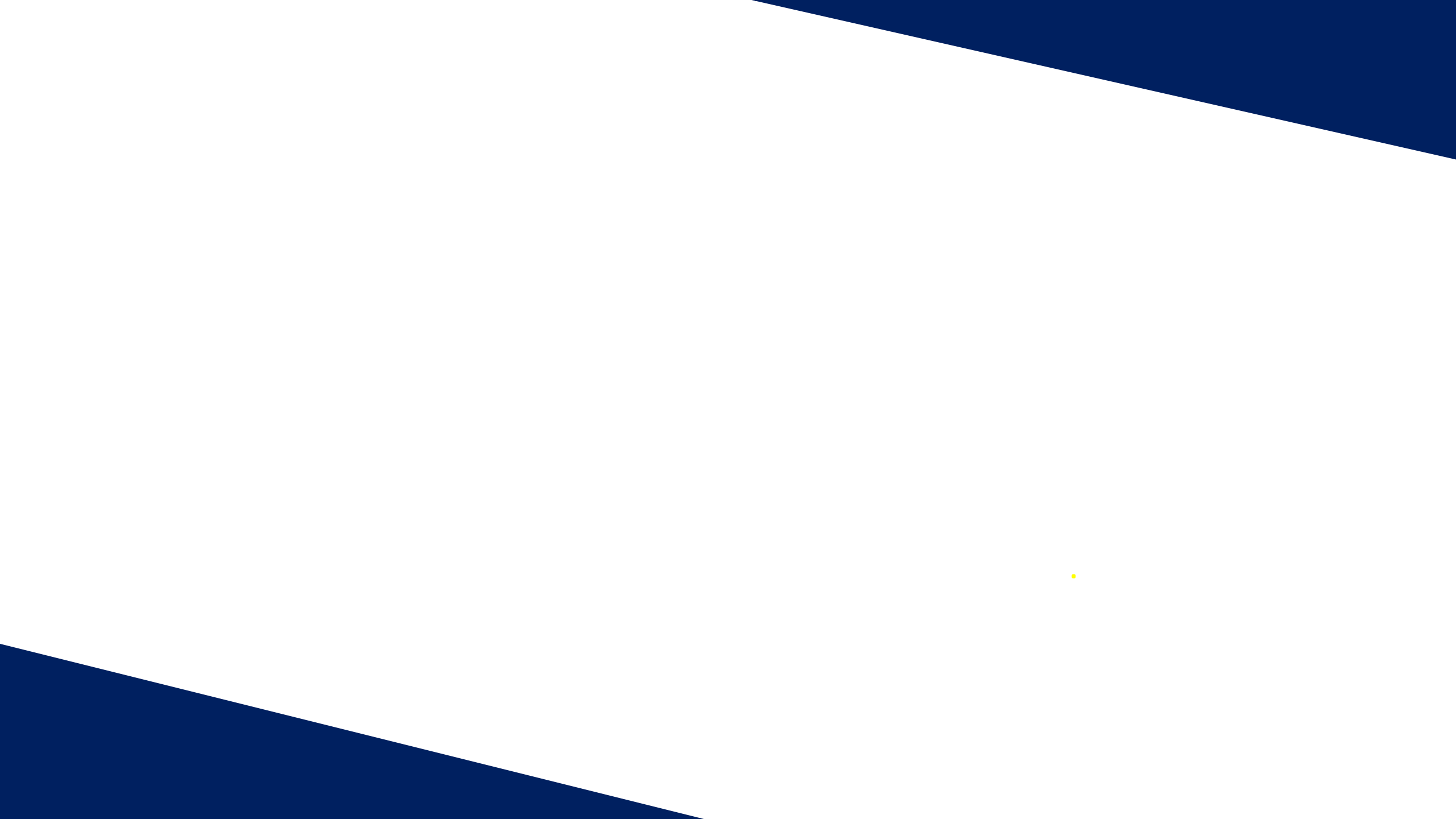


Next Steps

- Gather Feedback
- Work with Scott Lankford and Engineers to Draft Concepts
- Bring Back to Group For Further Discussion
- West End Meeting October 6

Thank You







East End Business District Meeting: City Beautification Gateway Project

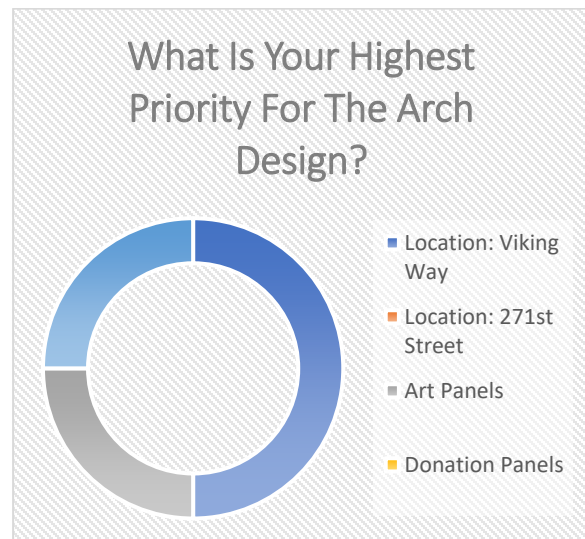
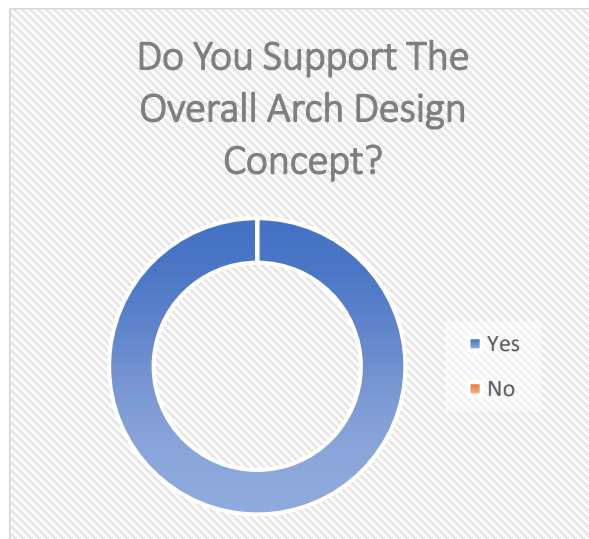
September 29, 2021

Topic	Comment
Arch Design:	✚ Consider including the date the City was founded on their arch. See the Anacortes Arch. ✚ Consider adding a spot for business listings; Maybe not on the arch, but near it. ✚ Will this match the arch on the other side of town? ✚ Post meeting Comment (10.06.21) Move arch closer to SR 532 – by Viking Village.
District Image:	Is there a plan to upgrade the look of buildings in the area?
Main Street Revitalization:	✚ Keeping vehicles on Main Street is important: ✚ I like improving main street. My concerns with closing completely are we see quite a bit of traffic after school is out or if there is an incident on the overpass. Plus 20% of our clients are from drive-by. ✚ Yes, I think we need the traffic to drive by. ✚ If one way, which direction? ✚ How would the traffic flow for those vehicles going in the opposite bound traffic if a one-way design were adopted?
Project Priorities:	1) Trees/Planters 2) Signage 3) Parking
Farmers Market:	Farmers Market on Main Street would give them more exposure and support the businesses in the area.
Other:	Will there be an East AND West meeting? How is the 1% for the Arts Ordinance going to be assessed?

East End Business District Meeting: Poll Questions

Attendees were asked how they feel about the arch and main street revitalization. Below are the responses to the virtual poll questions.

Gateway Arch Concept Design:



The overall responses were supportive of the arch design and the highest priorities were to locate the arch near Viking Way, allow for banners to be hung under the arch and there was support for the art panels as shown on the concept drawing.

Main Street Revitalization:

Main Street Revitalization

2019

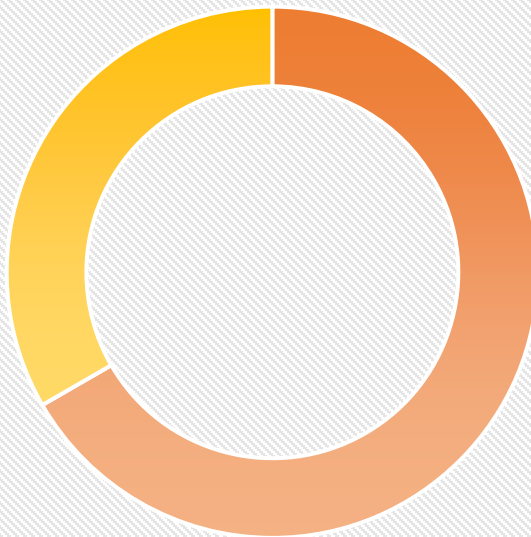
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Suggested Ideas

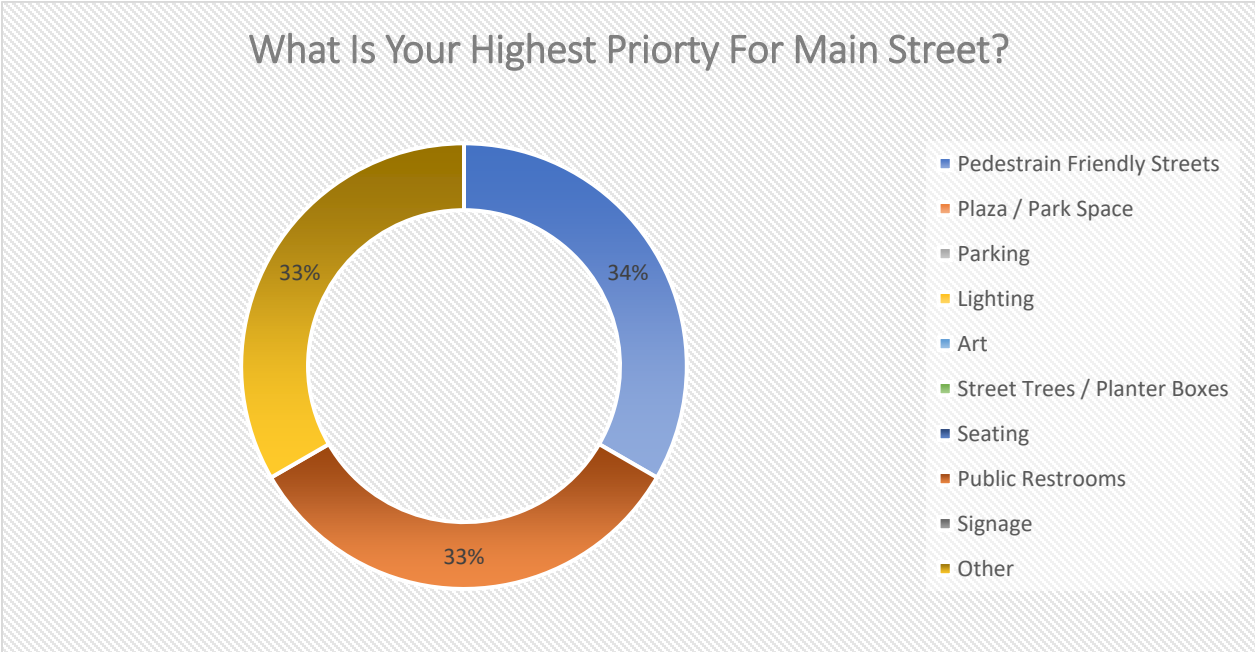
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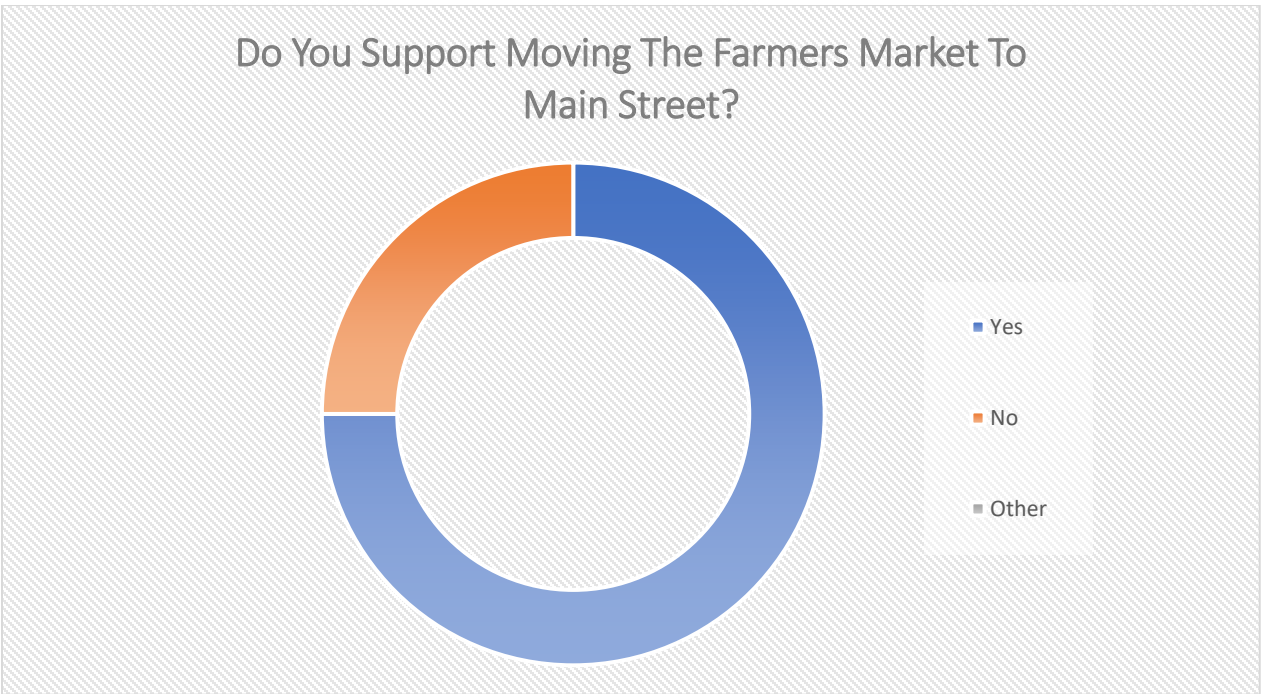


- Close Main Street
- 2-Way Street
- 1-Way Street
- Maintain As Is
- Other

The consensus was to maintain traffic and parking on main street while enhancing public use of sidewalks.



Pedestrian friendly streets, the need for public restrooms and parking were tied for highest priorities.



Strong support for moving the farmers market from the parking lot behind the east end businesses to main street.

Note: the responses noted above reflect a total of 4 voters in attendance at the meeting.

BUSINESS ROUNDTABLE

promoting a thriving economic climate for all



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2021-2022 Gateway Project

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City Beautification Action Plan
Adopted December 10, 2020

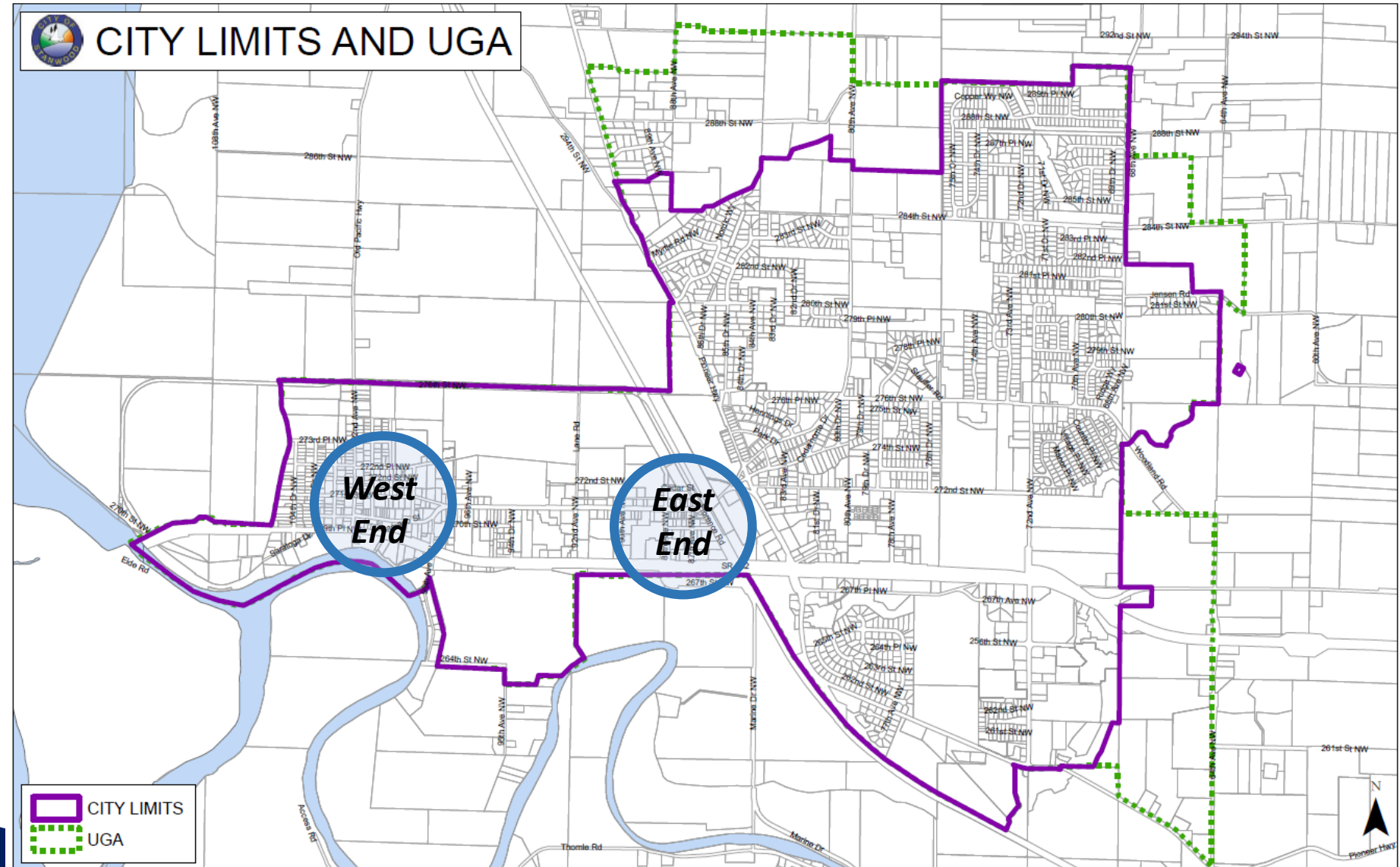
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Gateway Features Project

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West End Gateway Locations

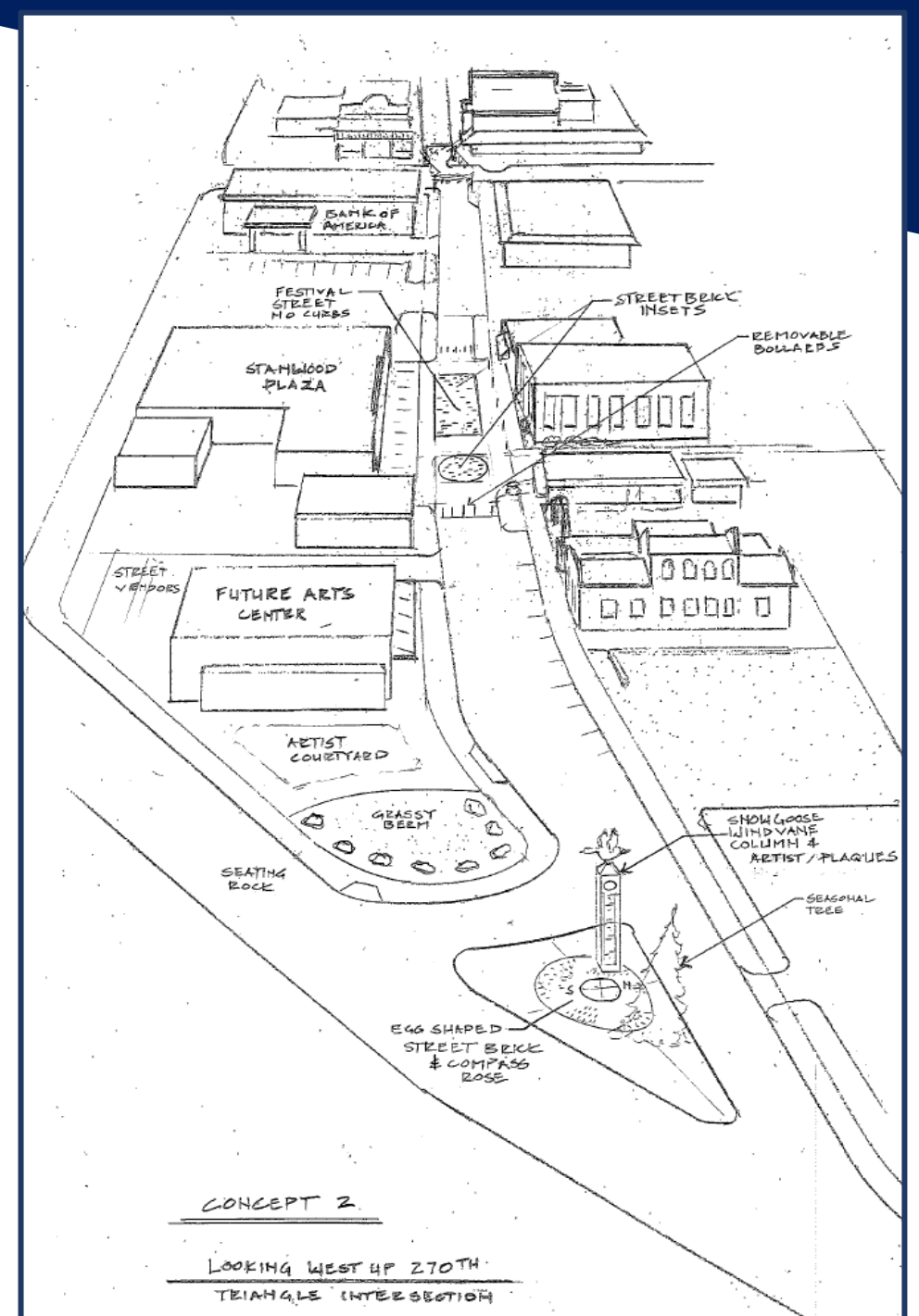
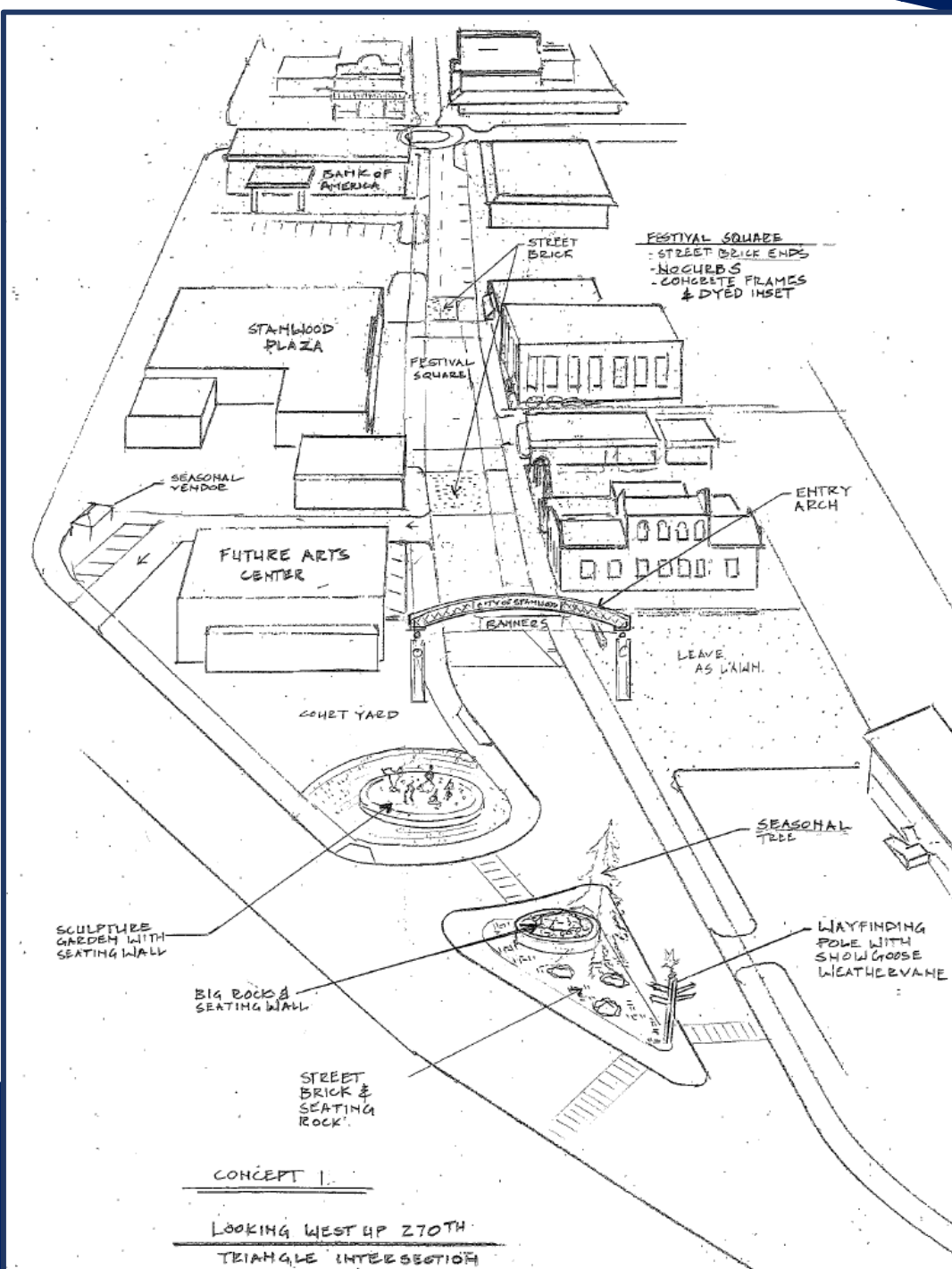
West End Gateway Ideas:

- Pillar / Holiday Tree in Triangle
- Arch on 270th
- LED Lighting at Intersection or Across Streets
- One-Way on 270th?
- Other Ideas?

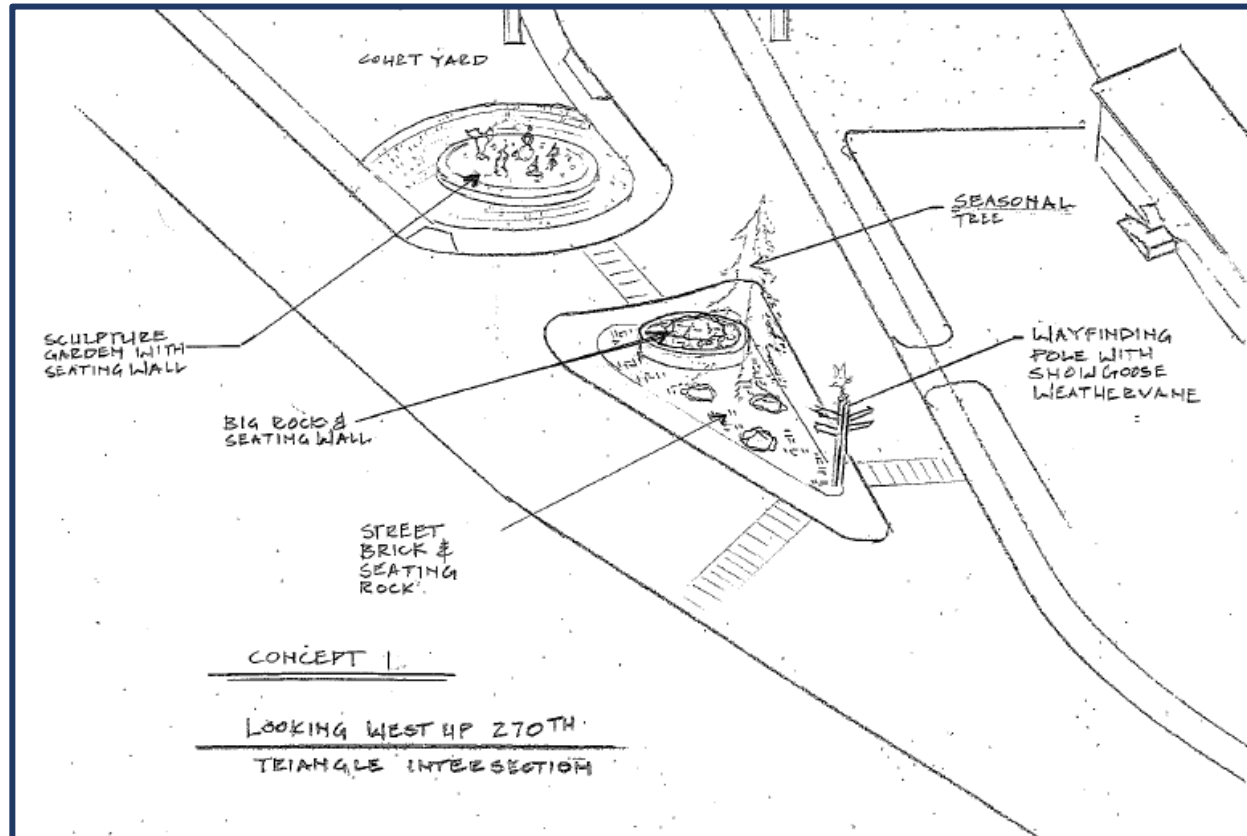


West End Concepts

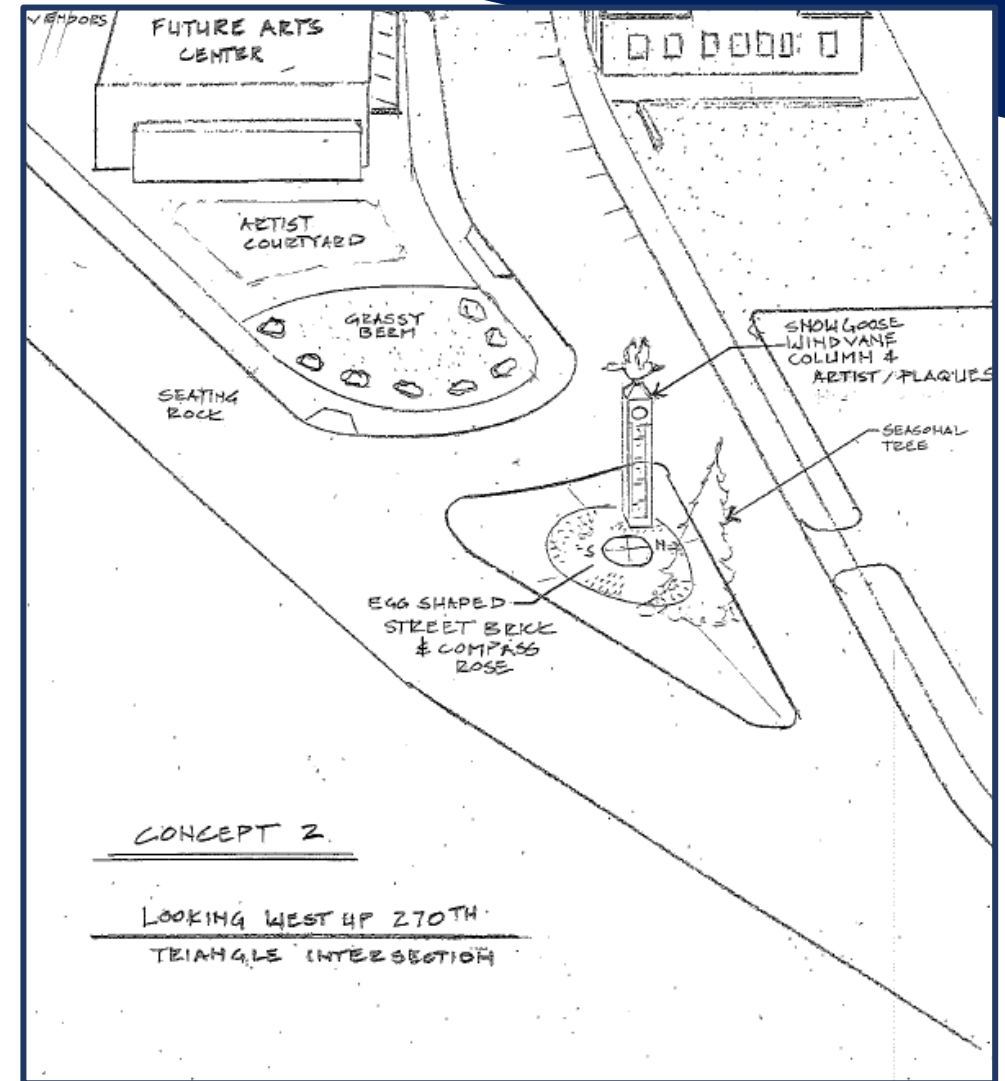
Bird's Eye View



Triangle Area Ideas



Wayfinding, Holiday Tree & Seat Wall Concept



Weathervane with Holiday Tree Concept

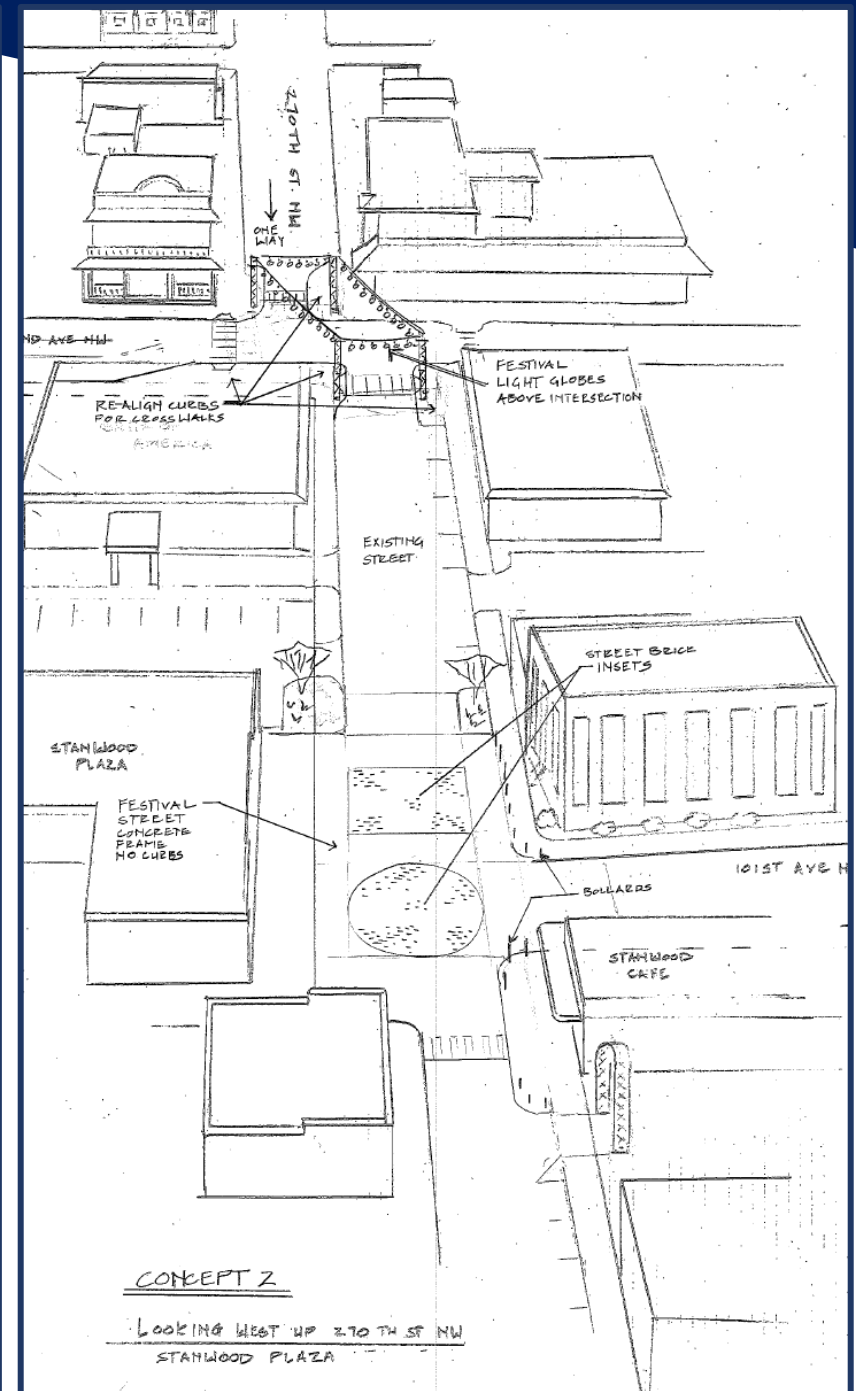
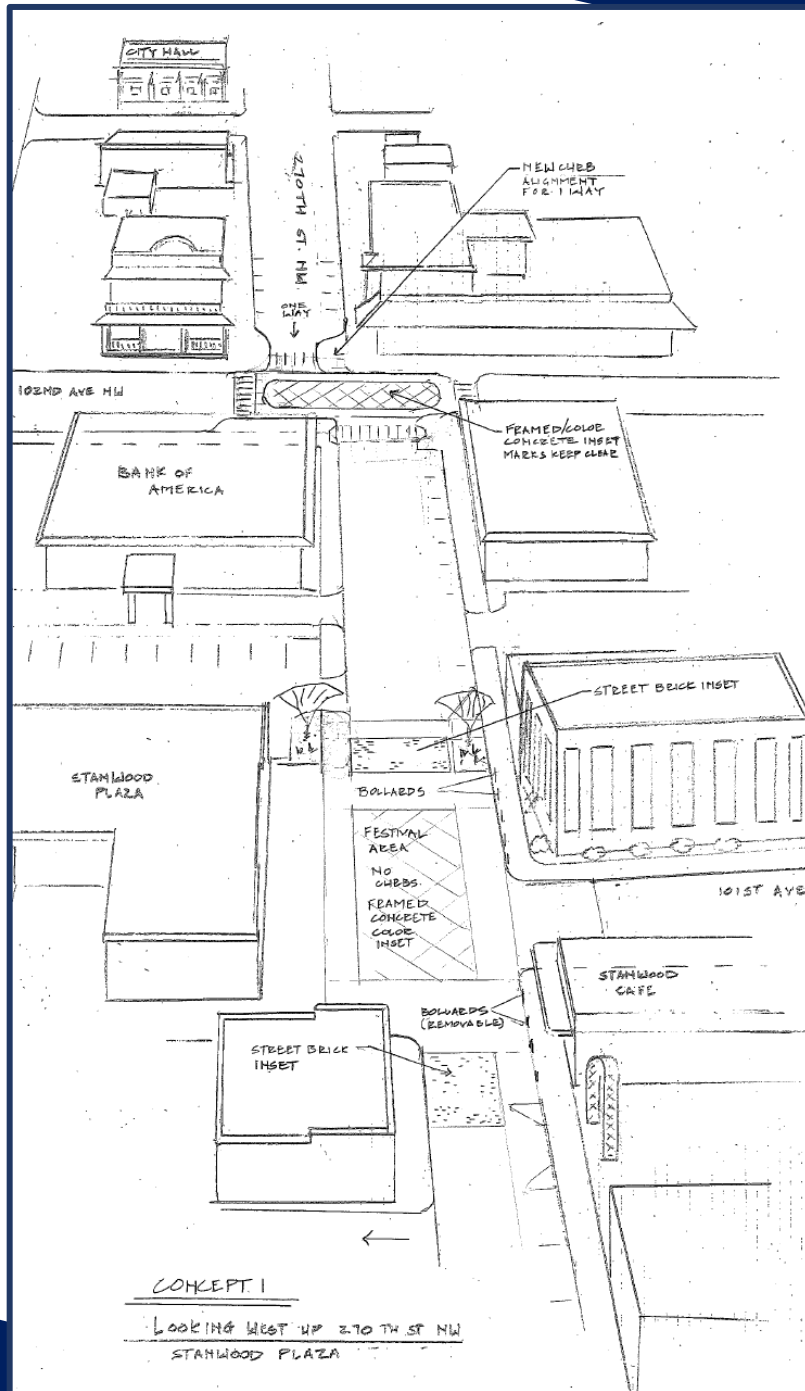
Brick Road Ideas

Concept 1:

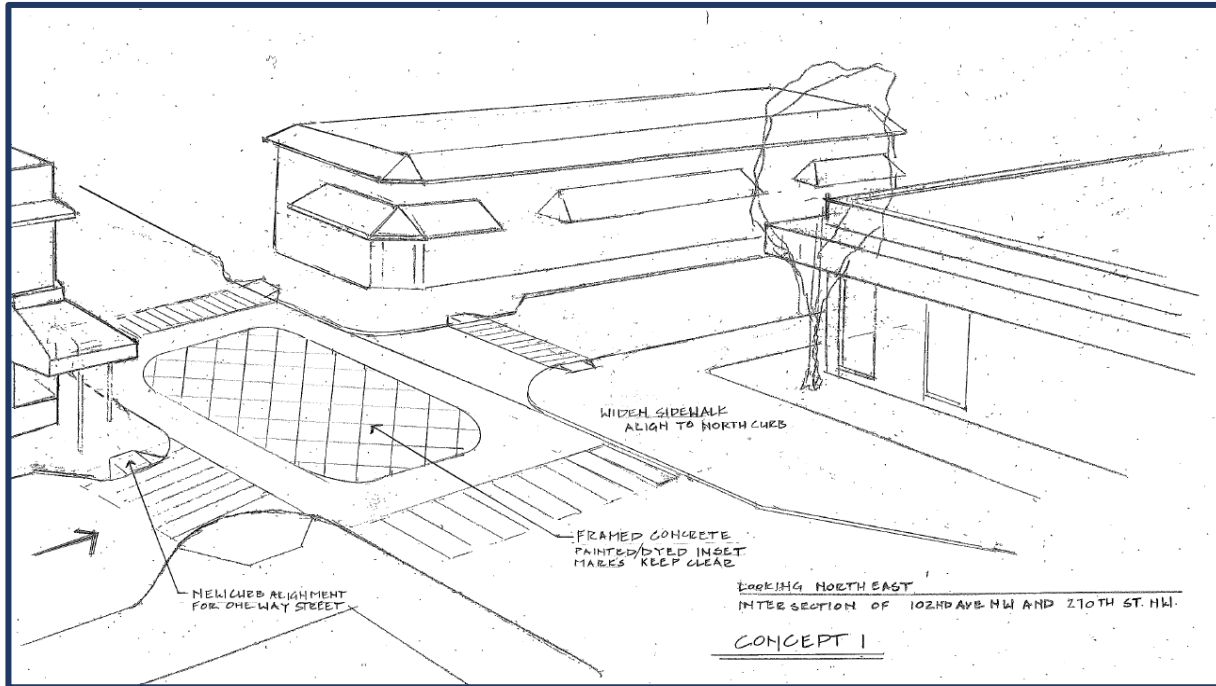
- Raise street to be level with sidewalk
- Removable bollards
- Concrete festival area
- Brick accents

Concept 2:

- Raise Street to be level with sidewalk
- Removable bollards
- Brick accents in circular / square pattern

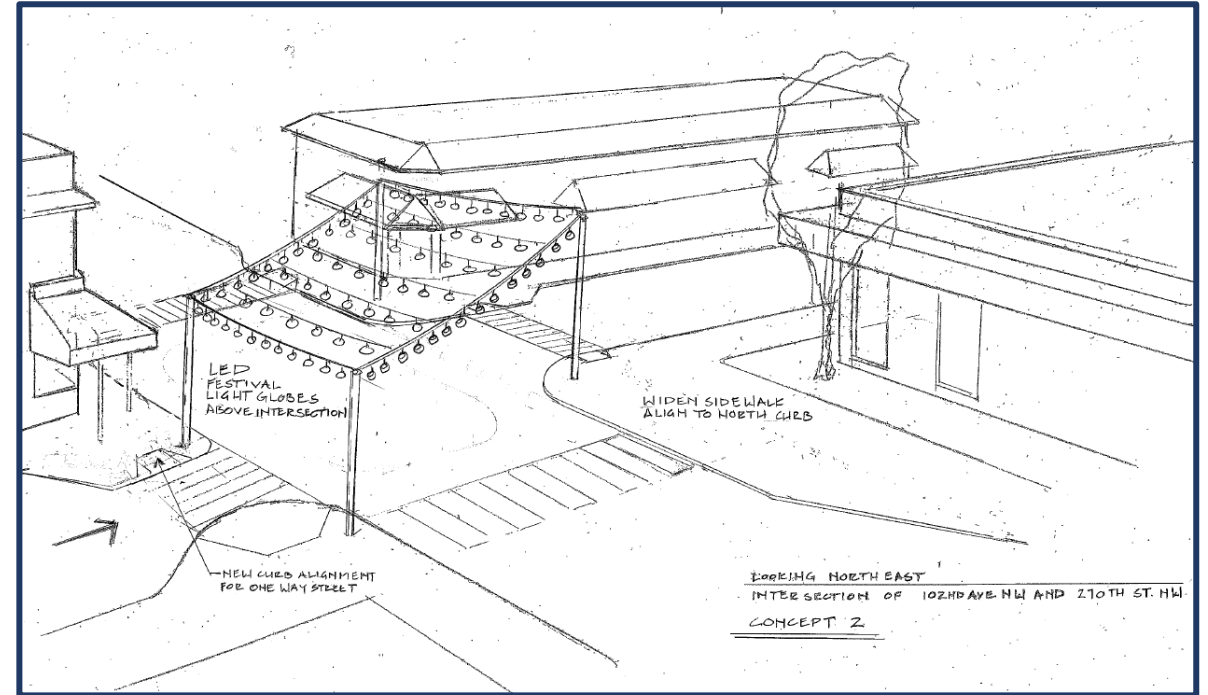


102nd Avenue Intersection



Concept 1:

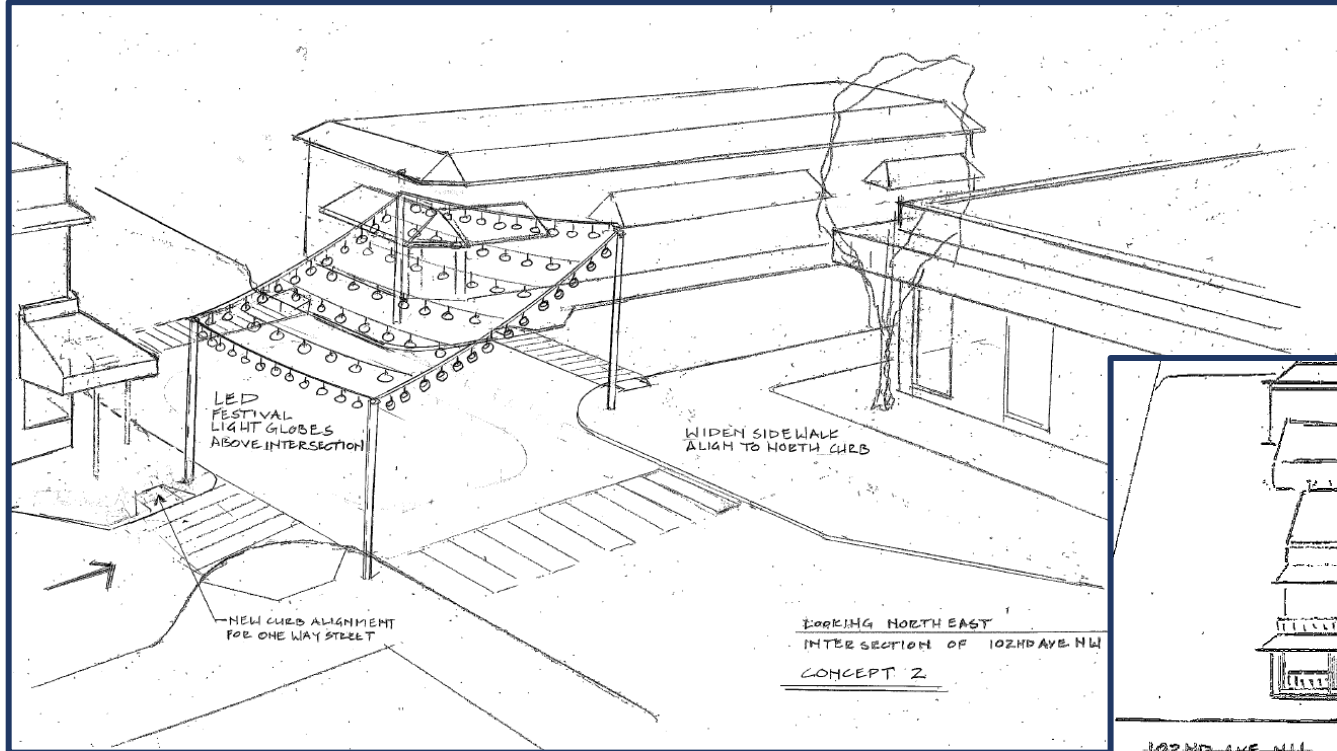
- Widen Sidewalk As Much as Possible
- Concrete Pavement Design at Intersection
- Adjust Pedestrian Crossing with Sidewalk Locations



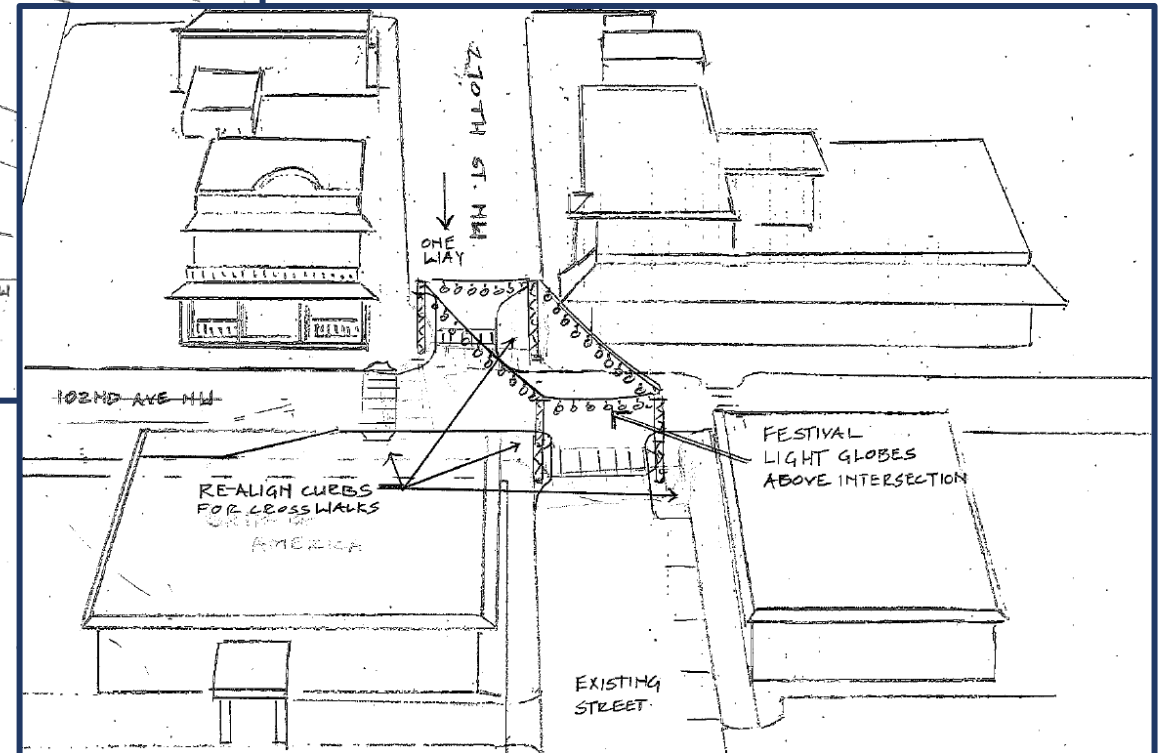
Concept 2:

- Widen Sidewalk As Much as Possible
- LED Festival Lights
- Adjust Pedestrian Crossing with Sidewalk Locations

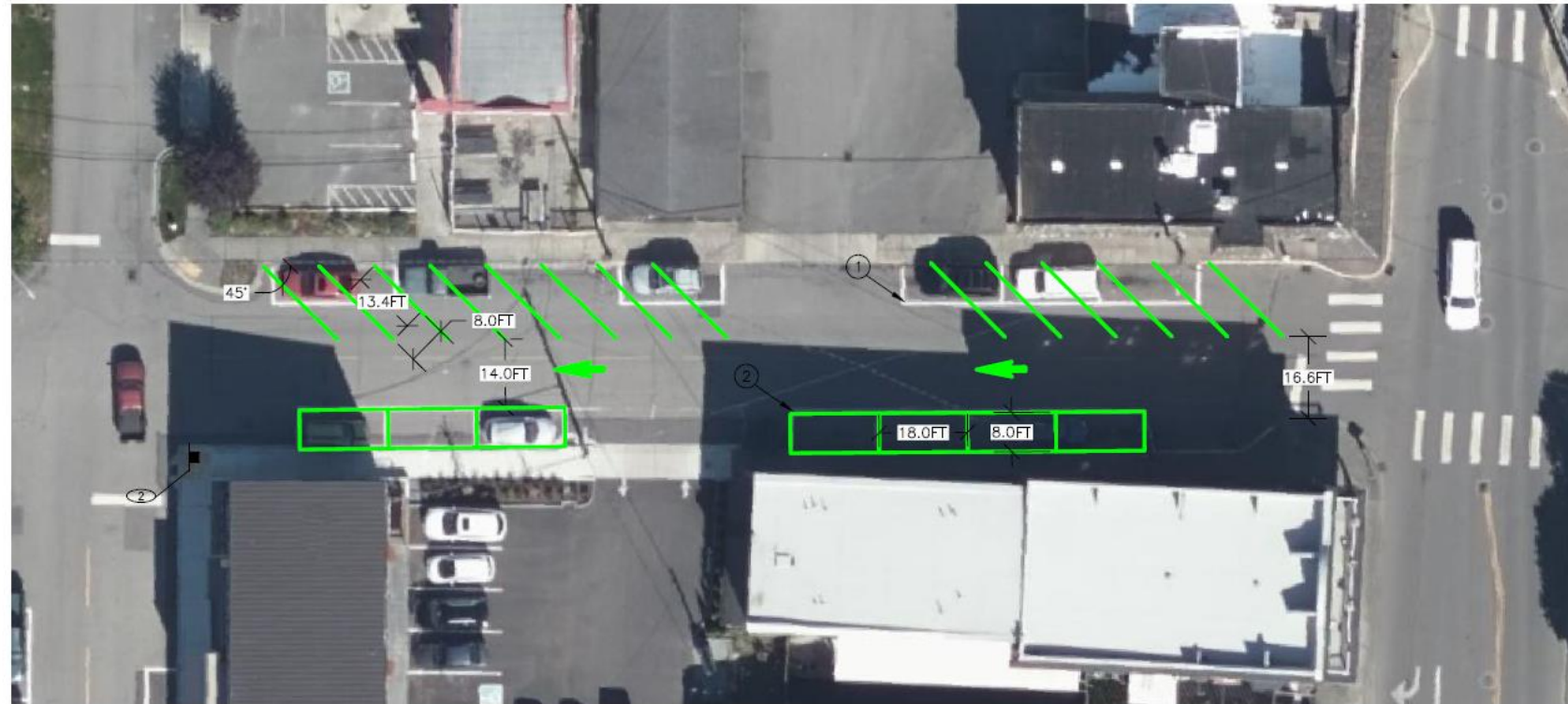
102nd Avenue Intersection



Variations on LED Lighting Concept



270th Street – One Way?



Thoughts?

Changing a portion of 270th to one-way to gain additional parking?

Parking Space Count			
Existing Parallel	Existing Angled	Proposed Parallel	Proposed Angled
12	0	7	12

SIGN LEGEND



SYMBOL

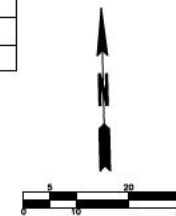


LEGEND

DESCRIPTION
PROPOSED SIGN

CHANNELIZATION NOTES

- 1 REMOVE EXISTING PARALLEL PARKING STRIPING
- 2 EXISTING STRIPING TO REMAIN



October 1, 2021

transpo group **7T**
WHAT TRANSPORTATION CAN BE.

FIGURE

D

270th St NW / 102nd DR NW - Parking Concept - 45-Degree Angled, One Way Westbound

1.21010.00 - Stanwood On-Call

Oct 01, 2021 - 4:13pm jdk C:\Users\jdk\AppData\Local\Temp\AcPublish_22984\270th St - Parking.dwg Layout: Figure D

We Want to Hear From YOU!

What is your VISION for the West End:

- Streetscape / Seating / Landscaping
- Gateway
- Lighting
- Signage
- Parking

Be Creative – Draw Us a Picture of the Future

Mark-Up / Sticky Notes on Boards

Email Ideas:
patricia.love@ci.stanwood.wa.us

Next Steps

- Gather Feedback
- Work with Scott Lankford and Engineers to Draft Concepts
- Bring Back to Group For Further Discussion

Thank You



West End Business District Meeting: City Beautification Action Plan

October 6, 2021

Topic	Comments
District Identity:	- The West End needs a refreshed identity. The designs should emphasize Stanwood as a destination and give people a reason to get off SR 532. - The west end should be thought of as an arts district. - Celebrate the history of the West End: - Stanwood's Maritime History: Bricks were used as ballast for ships and then reused to pave streets. - Accentuate Scandinavian heritage and settlement in the historic downtown area with designs or murals. - Extend the boundaries of the west end beautification project north to the Historical Society, east past city hall and south to SR 532. Consider preparing a subarea plan for the west end.
Gateway:	- Getting power to the west end is important. Business owners want holiday lights and trees similar to the east end. They want holiday lighting along 270th and 102nd; not just on the brick road to create district cohesion. - Integrate areas for art displays into the design: both permanent and interchangeable. - Consider making the park west of city hall into a sculpture garden or utilize it to promote/support the west end. - Consider a gateway coming into town from Camano Island across SR 532. Consider an arch across SR 532. - Gateway feature / tower at the triangle should be tall enough to be seen from SR 532. - Creating a "seating wall" in the triangle may not be a good idea. This should be decorative but encouraging people to gather in the middle of the road could be problematic. - Could the holiday tree and other gateway elements use solar power?

Topic	Comments
Function:	- Parking is important; keep as much as parking as possible. Parking in front of businesses is important. - Is flood proofing necessary? No buildings are being proposed; streetscape projects aren't subject to floodplain regulations. - Adopt light pole standards for the west end that includes power for holiday or other lighting options. - Any lighting improvements should consider long term maintenance and costs.
Safety:	271st Street in front of the food bank floods during rain events and people stand in water while waiting to be served. - Reconfiguration of the 102nd and 270th Intersection needs to accommodate truck movements. At least three restaurants have food delivery trucks that use that intersection. - The intersection of 271st and 102nd needs better pedestrian friendly crossings. The food bank owns the lot on the east side of 102nd; pedestrian crossings at this intersection is challenging. - Install "No Panhandling" signs; the City Beautification Plan should give the city flexibility on installing signs. Use Arlington and Marysville as examples.
Other:	- How are projects prioritized and will there be additional community input? How will projects and funding be prioritized between the east and west ends? - What is the status of the traffic circle on SR 532? SR 532 study on-going; locations being considered include Ovenell Park and 98th Avenue.