



City Council Committee Meeting Agenda

Community Development Committee

This meeting will be conducted in person at City Hall with a virtual option (see link below).

Stanwood City Hall
10220 270th St. NW
Stanwood, WA 98292

Thursday July 7, 2022, at 5:00 PM

1. Twin City Mile Recommendation
2. Proposed Storefront Improvement Program
3. Comprehensive Plan Land Use Exercise
4. Farmers Market Outreach Event

Community Development Committee

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/87272884720?pwd=dDlXcXNqUVgzSDdMT1RmSG5icHZtdz09>

Webinar ID: 872 7288 4720

Passcode: 351185

Telephone: (253) 215-8782



CITY OF STANWOOD
COMMUNITY DEVELOPMENT COMMITTEE

AGENDA STAFF REPORT

MEETING DATES: July 7, 2022

SUBJECT: July Agenda Items

CONTACT PERSON: Patricia Love, Community Development Director
Tansy Schroeder, City Planner

Twin City Mile Project Recommendation

In December of 2020 the City Council adopted the City Beautification Action Plan and directed staff to begin implementation of the 2021-2026 Capital Improvement Project list. The Beautification Plan 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

The 2022 budget includes preliminary design and public outreach for the Main Street Revitalization project that has been branded as the Twin City Mile Project. Using policy guidance from the Beautification Plan, the City is initiated the Downtown Revitalization Project that invests in the downtown business district infrastructure by:

- Creating Pedestrian-Friendly Streets;
- Actively Engage Storefronts with Walkable Sidewalks;
- Encourage Use of Streets for Community Festivals;
- Create Usable Urban Park Spaces; and
- Promote the Concept of Buying Local.

A Steering Committee was formed to help define the project vision, goals and project concepts. The 11-member committee consisted of Councilmembers, Downtown Business Owners, the Stanwood Camano Arts Advocacy Committee, and the Stanwood Chamber of Commerce. Consultants Scott Lankford of Lankford Associates, TranspoGroup, and KPG supported the design efforts.

The project reimagines how the City's main downtown commercial corridor, 271st and 270th Street, could look and function by connecting City Hall Park to the Train Station: The Twin City

Mile. Project elements include constructing gateways, reconfiguring travel lanes and parking, building wider sidewalks and plaza areas, constructing park areas, and installing street trees, art, and other curb appeal amenities.



The Steering Committee met three times from January through June of 2022. Below is a summary of each of the meetings with associated presentation slides:

Meeting #1:
January 26, 2022

Meeting Objectives:

- Establish Project Goals
- Discussion: Strengths and Weakness of the Downtown, Area Identity, and What Makes a Successful Business District

DOWNTOWN REVITALIZATION PROJECT

Project Vision & Goals



Vision:

Promote a Vibrant
and Economic
Robust Downtown
with Its Own
Unique Identity

Project Goals:

- Invest in downtown business district infrastructure
- Support economic development goals
- Unify the downtown
- Enhance access to businesses
- Create pedestrian friendly streets
- Encourage use of streets for community festivals
- Promote the concept of buying local
- Create inviting community park spaces
- Enhance quality of historic east and west districts



DOWNTOWN REVITALIZATION PROJECT



5 Unifying Concepts

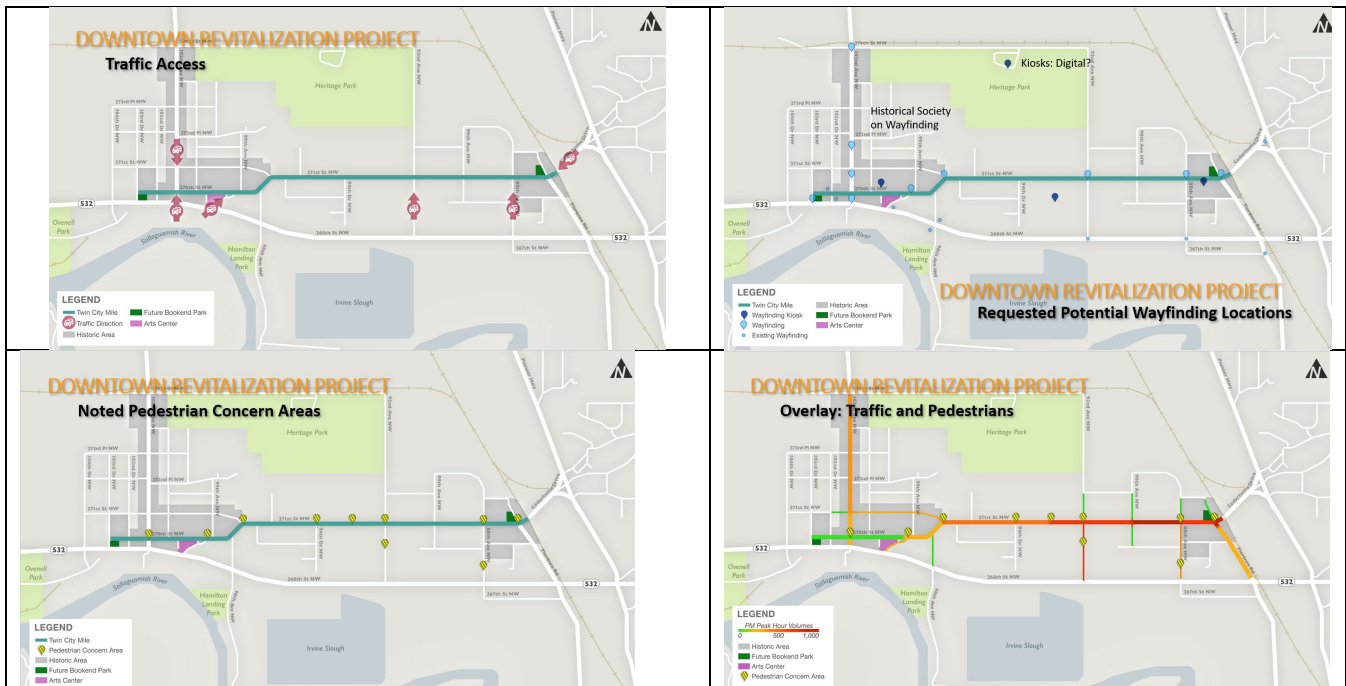
1. Create a **pedestrian friendly** downtown that is safe, inviting, and comfortable.
2. Provide increased **visibility** from SR 532 to enhance access to businesses.
3. Consistent and unified **maintenance** for the entire downtown.
4. Intentional **wayfinding** signage for all downtown.
5. Create a sense of **unity** in Downtown Stanwood throughout the Twin City Mile, by celebrating the uniqueness of all districts and creating infrastructure what will support and unify the entire downtown as whole.



Meeting #2:
March 23, 2022

Meeting Objectives:

- Identify Corridor Issues: Traffic Access Points, Wayfinding, Pedestrian Areas of Concern and Overlay of Heavy Traffic Areas with Pedestrian Use
- Review Initial Design Concepts
- Potential Implementation Strategy



DOWNTOWN REVITALIZATION PROJECT

Implementation Strategy



Short Term Projects: 1-2 Years

- Pedestrian Amenities
 - Benches, planters, bike racks
- Wayfinding
 - Signage, kiosks, banners
- Landscaping
- Art

Long Term Projects: 3-5 Years

- Roadway Improvements
- Intersection Improvements
- Art
- Traffic Congestion



Between the second and third committee meetings, a public survey was posted and advertised asking the general public about their preferences. The survey was posted on the city's website and pushed out through social media.

Meeting #3:

June 22,
2022

Meeting Objectives:

- Review Survey Results
- Review Refined Design Concepts, Project Priorities and the Westend Gateway Project

DOWNTOWN REVITALIZATION PROJECT

Twin City Mile Public Survey



4 Question Survey: Open May 2 – May 20, 2022

■ 277 Total Responses:

- 94 Uptown (34%)
- 69 Camano Island (25%)
- 66 Unincorporated Snohomish County (24%)
- 24 Downtown (9%)
- 24 Did Not Specify (8%)

For all questions, the respondent's location did not change the top and bottom responses from the overall averages

STANWOOD TWIN CITY MILE

Shared on the city website, social media, press releases, and local chambers.



The green bar represents the range of responses, and the black circle represents the average response. Ranking is based on a scale with 1 being high or the most preferred.

DOWNTOWN REVITALIZATION PROJECT

TCM Public Feedback – Q1

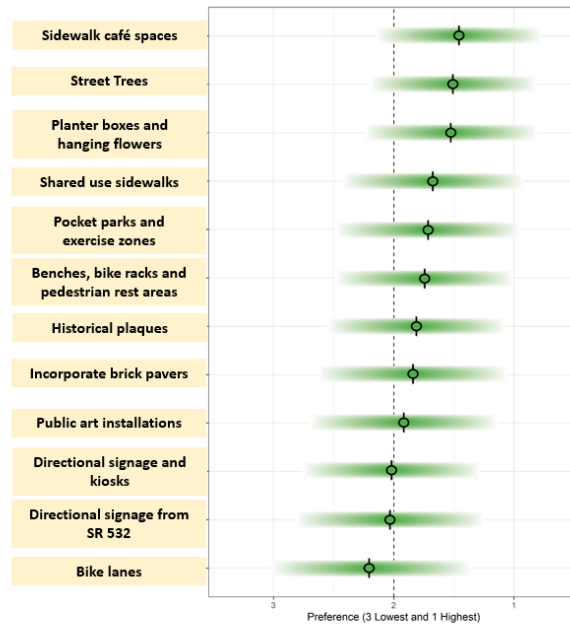
Top Choices:

- Sidewalk café spaces
- Street trees
- Planter boxes and hanging flowers

Less Preferred:

- Directional signage
- Bike lanes

For all questions, the respondent's location did not change the top and bottom responses from the overall averages.



DOWNTOWN REVITALIZATION PROJECT

TCM Public Feedback – Q2

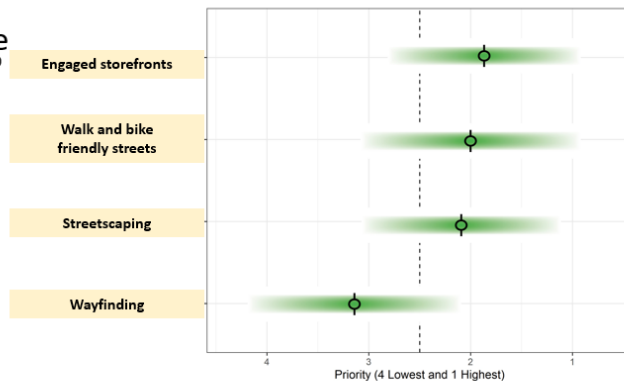
Question 2: How would you prioritize the project improvement categories?

Higher Priorities:

- Engaged storefronts
- Walk and bike friendly streets
- Streetscaping

Lower Priority:

- Wayfinding



- Downtown Stanwood and Camano Island put less priority on walk and bike friendly streets
- Downtown Stanwood had a little higher priority on wayfinding

DOWNTOWN REVITALIZATION PROJECT

TCM Public Feedback – Q3

Question 3: The Twin City Mile project will require tradeoffs in implementing projects. Please rank the following considerations in your priority order.

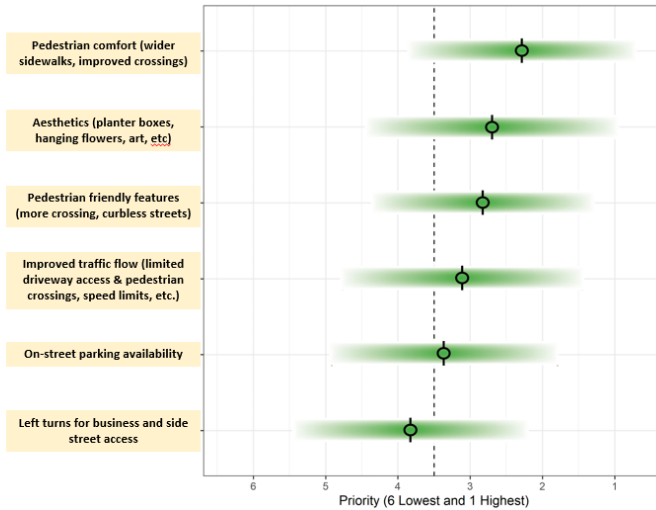
High Priorities:

- Pedestrian comfort
- Aesthetics

Low Priority:

- On-Street Parking
- Left Turns

- Camano Island ranked aesthetics even higher in tradeoffs than the overall average, while Uptown ranked it lower
- Downtown ranked on-street parking as a higher priority than the average, but not higher than pedestrian factors or aesthetics



The Committee was provided general concept design ideas to gauge their likes and dislikes. These concepts are anticipated to form the basis of the actual design once started. To create a cohesive main street, the following unifying design concepts were discussed.

- Widened Sidewalks and Bump-outs at Key Intersections
- Repeat of Brick or Red Colored Treatment at Crosswalks
- Streetlights and Landscaping with Lighted Trees
- Plaza / Festival Street Areas
- Bookend Parks

DOWNTOWN REVITALIZATION PROJECT

Corridor Design: City Hall / Park / 270th Street



- 01 City Park
- 02 Shelter
- 03 Feature Intersection
- 04 Lighted Arches Brick Crosswalks Public Art
- 05 Gateway Intersection
- 06 New Crosswalk

LA

DOWNTOWN REVITALIZATION PROJECT

Corridor Design: 102nd Avenue



- 01 Feature Intersection
- 02 Lighted Arches Brick Crosswalks Public Art
- 03 Gateway Intersection
- 04 Enhanced Parking and Buffers for Road / Sidewalk
- 05 Festival Street
- 06 New Crosswalk

LA

DOWNTOWN REVITALIZATION PROJECT

Corridor Design: Brick Road / Camano Street



- 01 Festival Street
- 02 Colored Borders Identify Walking and Parking
- 03 Old Brick Road with Enhanced Parking Option
- 04 New Intersection Alignment and Crosswalk Enhancement
- 05 Future Brick Yard Park
- 06 Gateway Art Entry Feature Option

LA

DOWNTOWN REVITALIZATION PROJECT

Corridor Design: 92nd Avenue



- 01 Concrete Textured Intersection
- 02 Brick Feature Sidewalks
- 03 New Traffic Island with Brick and Street Trees
- 04 New Feature Street Light on Corners of Intersection
- 05 New Public Art Location

LA

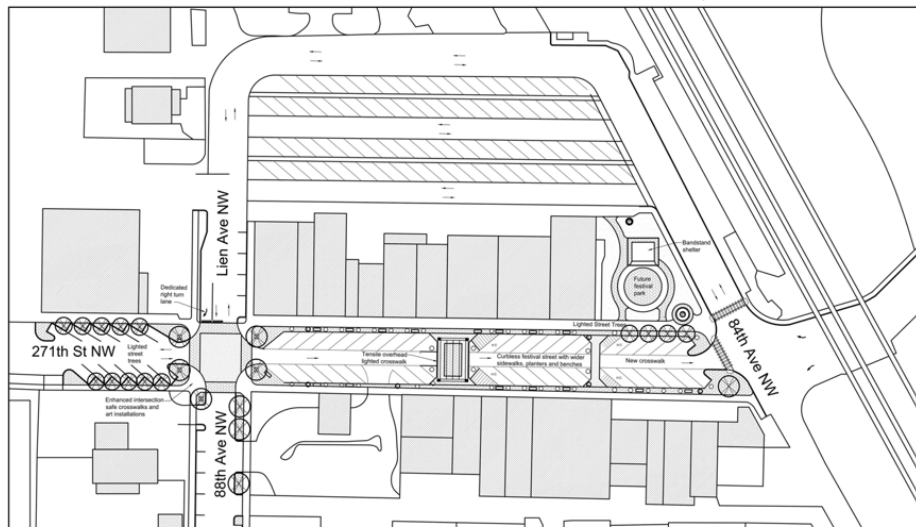
DOWNTOWN REVITALIZATION PROJECT

Corridor Design: East End Option 1



DOWNTOWN REVITALIZATION PROJECT

Corridor Design: East End Option 2 – One Way



Build out of the Twin City Mile could take 10+ years to implement, meaning that the project needs to be broken into multiple phases and more discrete projects. The Committee was given a proposed phasing plan and asked how they would prioritize the projects.

Project Priorities

Phase	Project
1	Design (30% / 100%)
2	Camano Street Triangle
3	92 nd Avenue Intersection
4	Middle School Crossing
5	Brick Road / 102 nd Avenue Intersection
6	271 st Street: 84 th to 88 th Avenue
7	270 th Street: City Hall Park to 102 nd Avenue
8	271 st Street: Remaining



Their response was that projects should be prioritized based on the following criteria:

- Economic Return on the City's Investment Dollars – Which Projects Have the Highest Potential to Generate Private Investment
- Needed Public Safety Improvements
- Improve Pedestrian / Walking Comfort
- Coordinate West End Improvements with Art's Center Development
- Two Historic Business Ends Prior to the Central Segment

Staff has proposed a phasing plan that allows for two immediate projects (Camano Street Triangle and 92nd Avenue) while planning for the larger projects.

The Twin City Mile Steering Committee recommends moving forward with engineering designs focusing on the following important project features:

- General support for design elements
- Keep brick road element throughout downtown
- Keep downtown pedestrian friendly
- Seriously consider the one-way street on 271st option (East End) during preliminary design
- Vegetation/planting is needed to improve the look of downtown
- Two bookend parks are high priority to tie the whole downtown together
- *City the following marking ideas: "Follow the Stanwood brick road!" or "From the brick road to the railroad" etc.*
- *Consider changing the name of 271st Street to something more descriptive of the Mainstreet / Twin City Mile improvement project*

Proposed Storefront Improvement Program

Throughout the Twin City Mile Steering Committee meetings, the issue of city and private property maintenance along the corridor became a recurring theme. While it has been widely documented that investment in city infrastructure, especially in downtowns, spurs investment in private property, the Committee has concerns that many of the small businesses may not have the resources to make improvements to their property.

Storefront Improvement Programs are a common tool used throughout the United States to incentivize private property owners to make investments in their properties. Attached is a draft proposal for the Committee's consideration of how a Storefront Improvement Program could work in the City of Stanwood. The proposed program seeks to preserve and enhance the charm of the downtown commercial area by providing small grants to property owners to make physical improvements to their storefronts.

Based on feedback from the Committee, staff will forward the concept to the City Council for their consideration.

Comprehensive Plan Land Use Exercise

In evaluating how best to address the City's growth targets while meeting the needs of city residents, a review of the city's existing zoning is necessary. In addition, the City should consider zoning options to strengthen economic development opportunities in the downtown.

One of staff's goals in updating the Comprehensive Plan and Municipal Code is to simplify both documents. For a city of Stanwood's size, approximately 2.8 square miles, the land use designations and zoning is quite complicated. The following ideas are offered to initiate the conversation regarding the 2024 Comprehensive Plan Update:

- Consolidate the number of commercial zoning districts in the city
 - General Commercial, Mainstreet Business I, Mainstreet Business II, Neighborhood Business
- Potentially consolidate the industrial zones
 - General Industrial and Light Industrial
- Eliminate overlay zones as much as possible and update the zoning code to address existing overlay requirements
 - Adult Entertainment Overlay, Historical Overlay, Master Plan Overlay, Mixed Use Overlay, Transit Overlay
- Consider linear commercial / retail main street zoning in the downtown along 270th Street, 271 Street and 102nd Avenue with properties behind these major corridors supporting main street zoning with office or residential uses

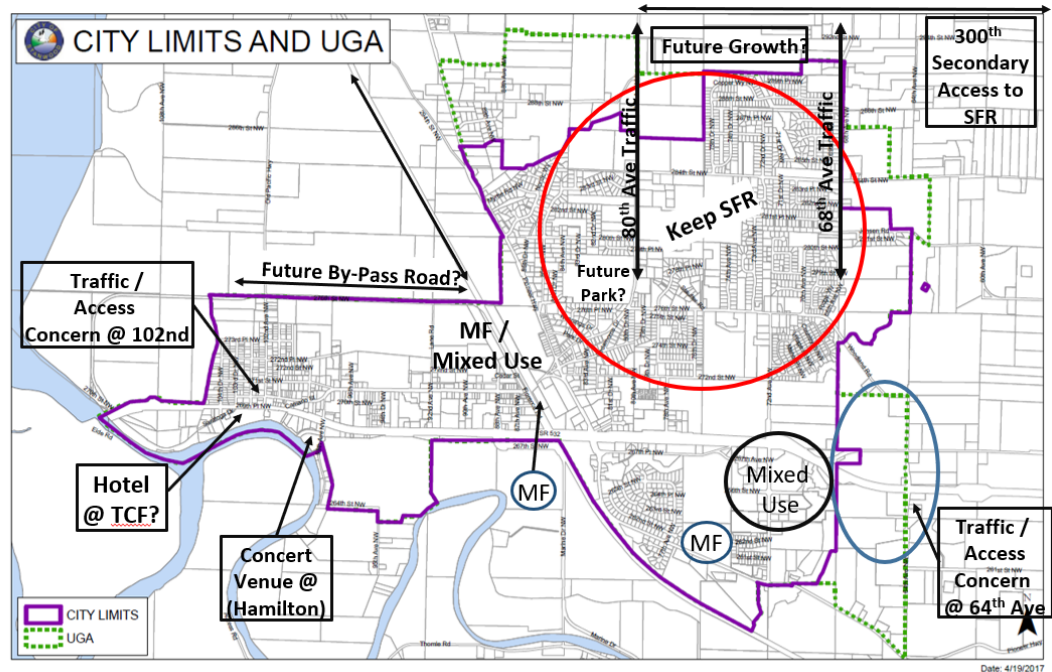
- Consider including “Missing Middle” housing in residential zones
 - State Legislature is pushing to require missing middle housing in all residential zoning districts

In 2019 a Planning Café was held with the Planning Commission and the public where we asked people where they thought growth should occur. Below is a marked-up map showing the results of that event.

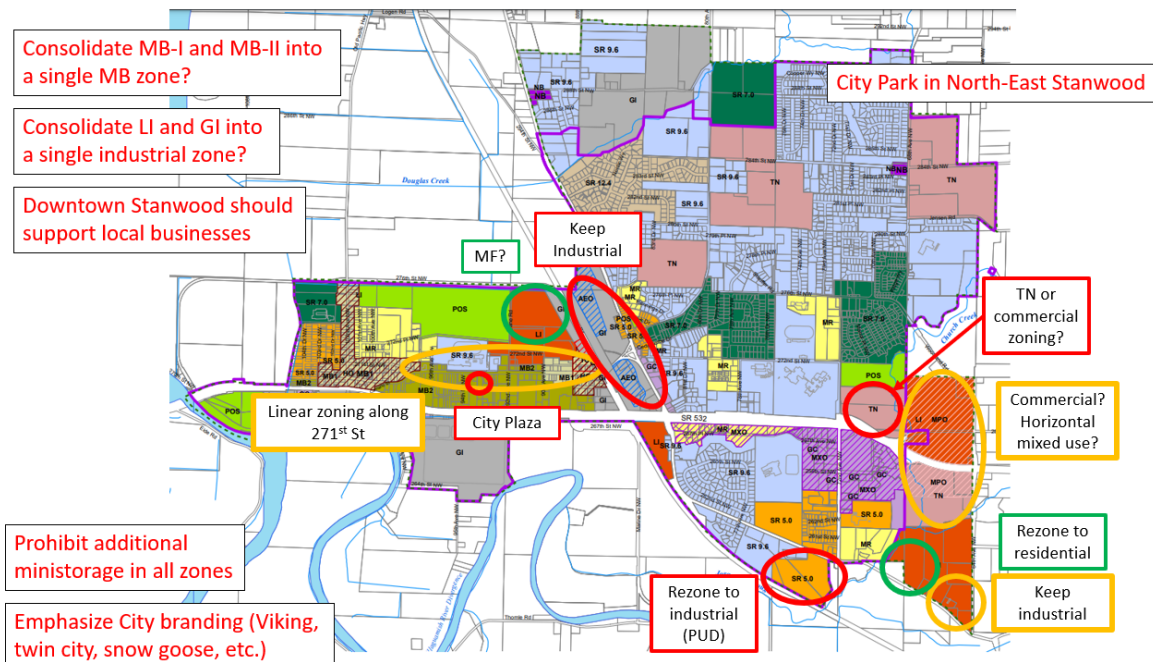
Planning Café
Open House

October 28,
2019

General
Mapping
Exercise
Comments



Staff met with our consultant, Blueline Group, on May 26, 2022, to discuss potential zoning changes with the 2024 Comprehensive Plan. The following graphic shows the result of that conversation.



The Planning Commissioners were given copies of existing zoning and street maps and asked to mark up the maps with their vision of Stanwood's future. They were broken into three groups and their comments are summarized below:

Table 1:

- Narrow down the number of single-family residential zones.
- Need only one industrial zone.
- Development along 271st / 270th Street should be considered as "Main Street".
- Create a new Main Street Zoning designation.
- Clean up errors on existing zoning map: LI notation north of 101st Avenue.

Table 2:

- Consider changing the downtown LI zoning on 92nd Avenue to mixed use commercial or multifamily residential: supports the "build-up, not out" theme and provides additional missing middle housing.
- Viking Village should be mixed use (88th Avenue and Viking Way).
- Traditional Neighborhood zoning on SR 532 and 72nd Avenue should be mixed use.

Table 3:

- Widen 80th Avenue and add sidewalks.
- 64th Avenue and SR 532 intersection is difficult; consider adding a turn lane or acceleration lane or a roundabout.
- 64th Avenue is the gateway entrance to Stanwood; consider a different zoning – potentially mixed use, commercial or multifamily.
- Need a community park in the uptown residential area.
- May need another elementary school in the uptown residential area.
- Consider mixed use zoning for the northeast side of SR 532 and 72nd Avenue (Vine Street Property).

After considering staff and Planning Commission comments noted above, staff is requesting that the Community Development Committee discuss their ideas for future land use and zoning designations for Stanwood.

Farmers Market Outreach Event:

On Friday, June 24th, the first Farmers Market Outreach Event was held. The staff hosted booth focused on housing: specifically, attendees were asked what type of housing is needed in the future. Below are the results.


 Stopped by Booth: 73

Farmers Market Public Outreach Event June 24, 2022

Q: What Type of Housing is Needed In Stanwood?



Townhome/Duplex

 44



Triplex/Fourplex

 31



Multifamily Residential

 18


 Stopped by Booth: 73

Farmers Market Public Outreach Event June 24, 2022

Would You Support Infill Manufactured Housing?



■ Yes ■ No

Do You Support Accessory Dwelling Units?



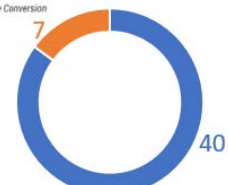
Over the Garage



Garage Conversion



Stand-Alone Unit



■ Yes ■ No

Other Comments:

Housing:

- Need more subsidized & Affordable housing
- Would not like to see any of these types of houses
- Does not want to participate in the poll because they have a house already
- Multifamily looks like Seattle = no
- Absolutely no to all
- No more apartments / We have enough MF
- Renter rights are important
- Cost of rent is too high
- Church Creek is charging for certain amenities
- Mixed used is good
- Section 8 housing accessibility is needed
- Property maintenance is needed
- Single family only
- Affordable housing land trust
- Maintenance is key!
- Make MF more affordable
- ADU displaced long term renters
- If More MF = Then they will leave Stanwood
- ADU's are too dense, too many cars in neighborhoods

Traffic:

- Traffic is terrible
- Possible roundabouts?
- Traffic issues and road issues, road to I5 needs widened

Permitting:

- Too difficult to develop sheds (10 years ago)
- Quality of materials/work, bad experience with permitting in the past
- Get permits through! Expedite!
- Transparency is key

Other:

- I feel I am not informed enough, not sure what we need in Stanwood
- Growth management act can be axed
- Higher density = higher crime and DV
- Quieter life in Stanwood (Came from Edmonds)

Additional Farmers Market Outreach events include:

- July 15: Transportation / Capital Facilities map exercise for people to tell us what infrastructure improvements are needed
- August 5: Twin City Mile concepts and feedback
- August 26: Parks and Trails
- September 16: To Be Determined
- October 7: To Be Determined

Attachment A: Twin City Mile Public Survey

Based on the feedback and discussions from the Twin City Mile steering committee, a [public online survey](#) was developed and shared with the community. The survey was shared through city communications, social media, and local chambers. The survey was open from May 2 to May 20, 2022 and received a total of 277 responses. The survey consisted of four questions:

Survey

Complete the brief survey below to have your voice heard!

The City of Stanwood envisions celebrating its uniqueness by promoting a vibrant and economically robust downtown. The City is initiating the Downtown Revitalization Project that invests in our downtown business district infrastructure by creating Pedestrian-Friendly Streets, actively engaging storefronts with walkable sidewalks, encouraging the use of streets for community festivals, creating usable urban park spaces, and promoting the concept of buying local.

The Downtown Revitalization Project is focused on 270th Street NW and 271st Street NW between Stanwood City Hall Park and the Train Station at 84th Avenue NW (Florence Road). The corridor has been designated as the Twin City Mile. The City is looking for feedback from the community on this project. This feedback will be used to guide the design plans for the Twin City Mile.

Twin City Mile Survey

1. The Twin City Mile downtown revitalization will use a range of project types. Please indicate your preference for types of improvements in the corridor, in the following categories:

1A. Walk and Bike Friendly Streets

	High	Medium	Low
Bike Lanes	☐	☐	☐
Shared Use Sidewalks	☐	☐	☐
Benches, bike racks and pedestrian rest areas	☐	☐	☐

1B. Engaged Storefronts

	High	Medium	Low
Sidewalk café spaces	☐	☐	☐
Directional signage from SR 532	☐	☐	☐

1C. Streetscaping

	High	Medium	Low
Incorporate brick pavers	☐	☐	☐
Planter boxes and hanging flowers	☐	☐	☐
Street trees	☐	☐	☐

1D. Wayfinding			
	High	Medium	Low
Directional signage and kiosks	☐	☐	☐
Historical plaques	☐	☐	☐

2. How would you prioritize the project improvement categories?				
	Highest Priority	2	3	Lowest Priority
Walk and Bike Friendly Streets	☐	☐	☐	☐
Engaged Storefronts	☐	☐	☐	☐
Streetscaping	☐	☐	☐	☐
Wayfinding	☐	☐	☐	☐

[illegible]

4. Do you have any other suggestions for project types to implement?

Complete the optional contact information below to stay informed on the latest news about this project

Name

First

Last

Email address
optional

Do you want to be a party of record, listed in the project's public documentation?

☐ Yes

☐ No

☐ Camano Island

☐ Unincorporated Snohomish County

☐ other:

Verification*

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

From the 277 survey responses, the breakdown of where the respondents reside are:

- 94 Uptown (34%)
- 69 Camano Island (25%)
- 66 Unincorporated Snohomish County (24%)
- 24 Downtown (9%)
- 24 Did Not Specify (8%)

QUESTION 1 RESPONSES

Question 1: Overall

The Twin City Mile downtown revitalization will use a range of project types. Please indicate your preference for types of improvements in the corridor, in the following categories:

1A: Walk and Bike

Friendly Streets

1B: Engaged

Storefronts

1C: Streetscaping

1D: Wayfinding

Top Choices:

Sidewalk café spaces

Street trees

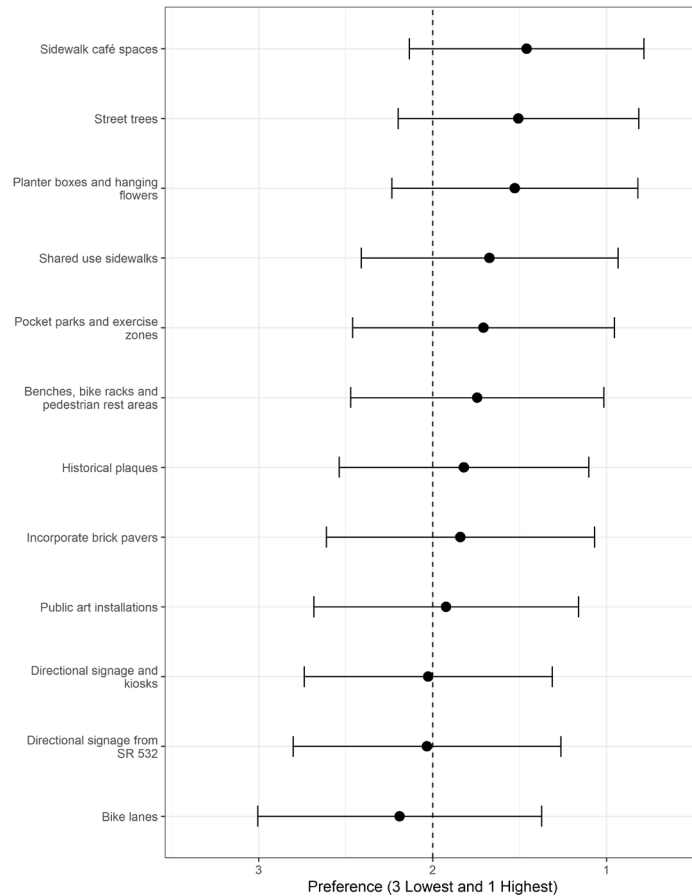
Planter boxes and

hanging flowers

Less Preferred:

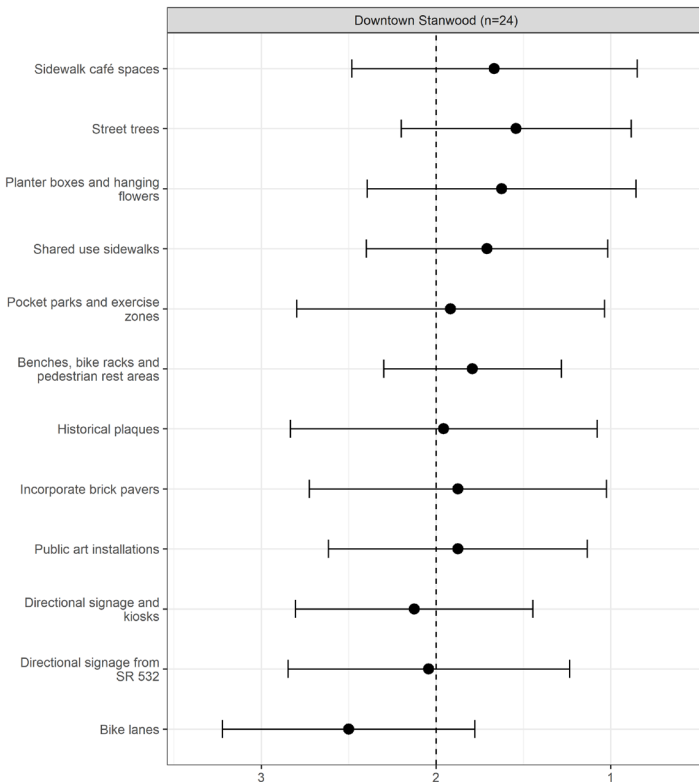
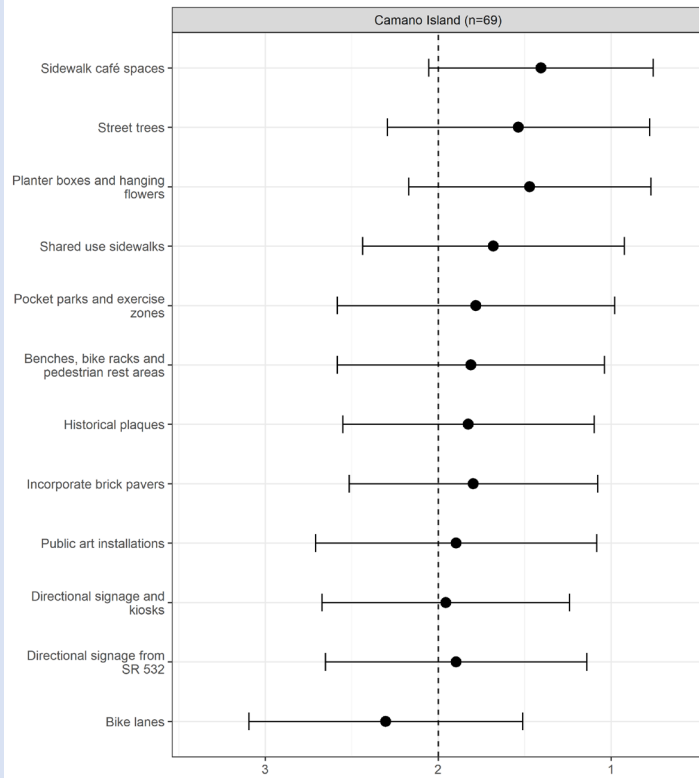
Directional signage

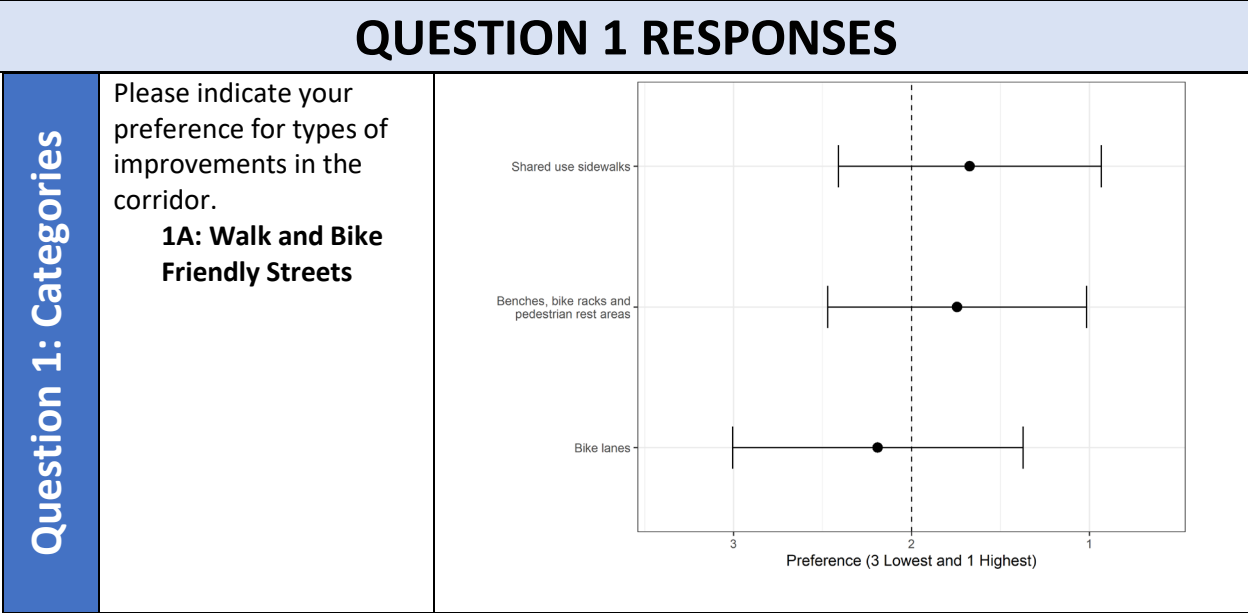
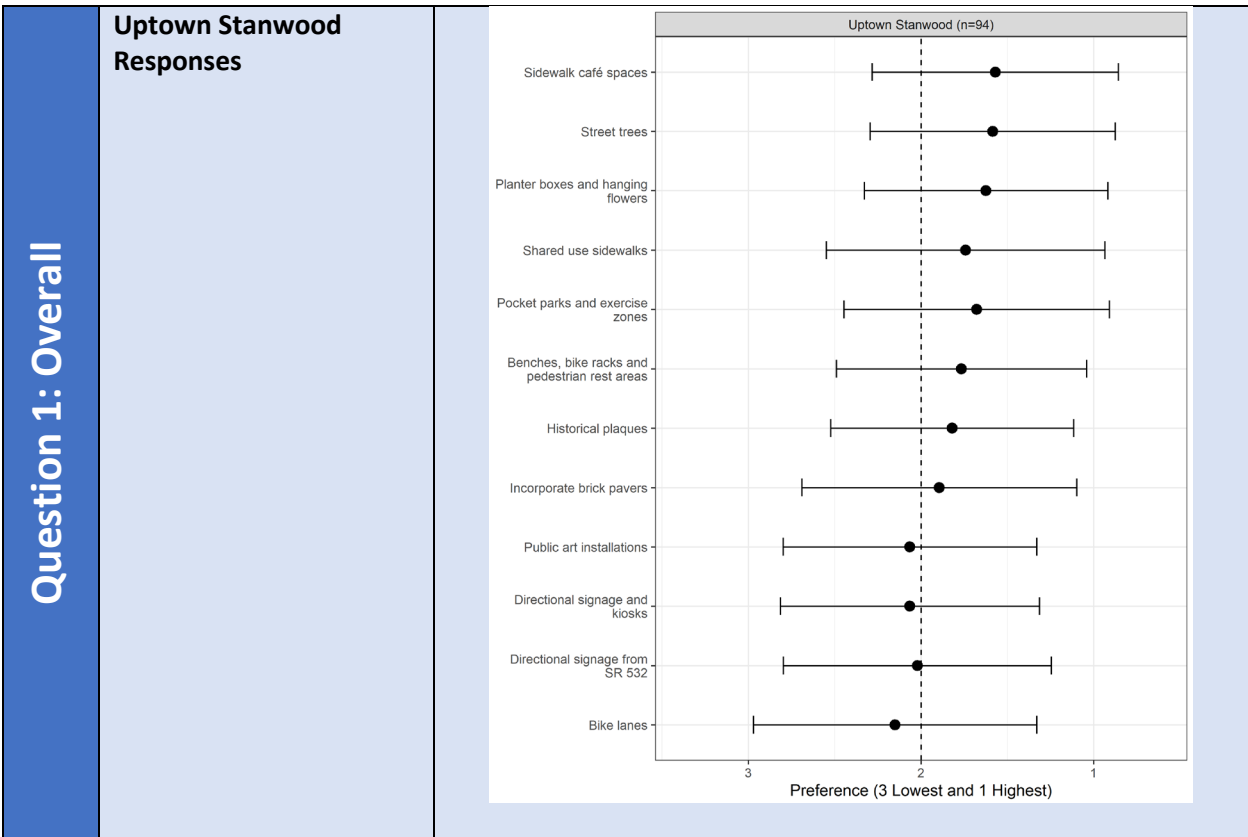
Bike lanes

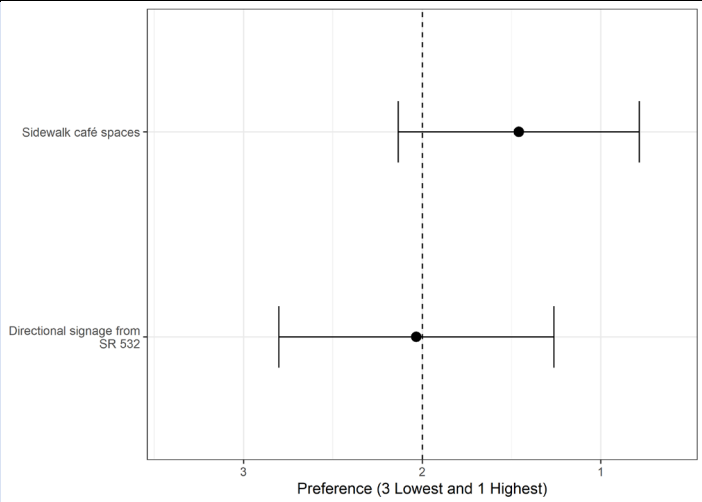
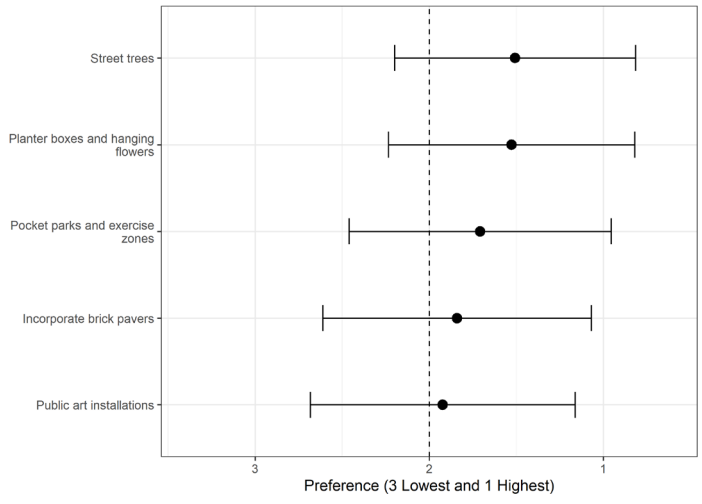
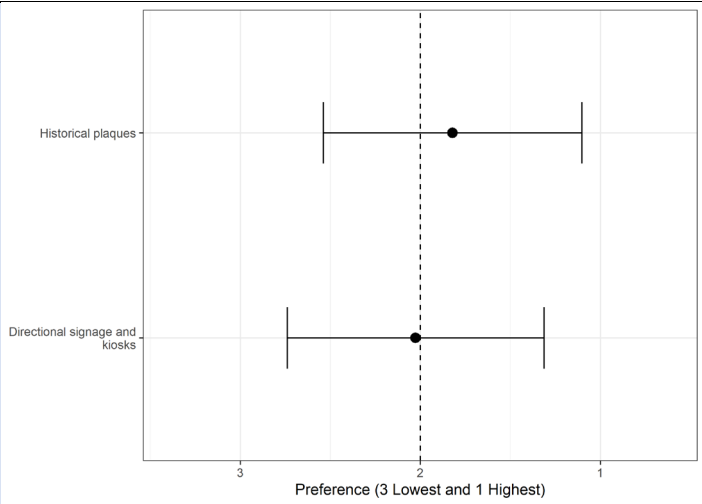


Question 1: Overall

Camano Island Responses





Question 1: Categories	1B: Engaged Storefronts	
	1C: Streetscaping	
	Please indicate your preference for types of improvements in the corridor. 1D: Wayfinding	

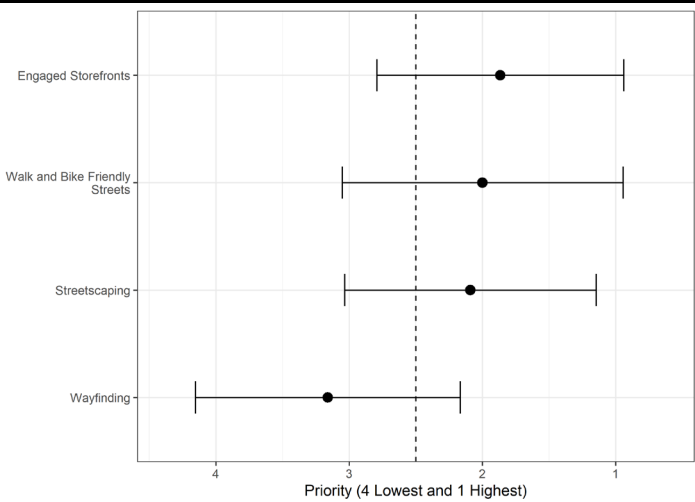
QUESTION 2 RESPONSES

Question 2: Overall

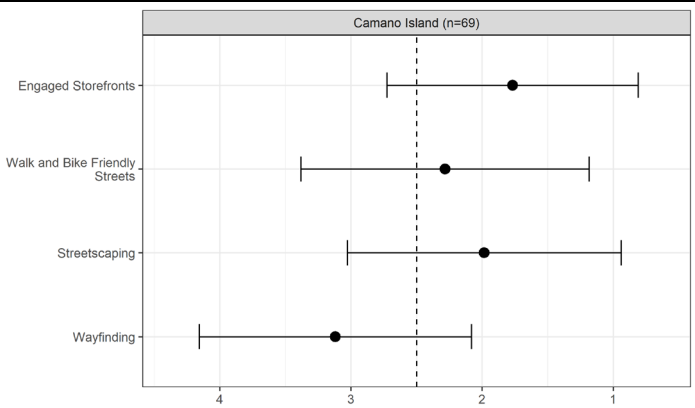
How would you prioritize the project improvement categories?

Higher Priorities:
Engaged storefronts
Walk and bike friendly streets
Streetscaping

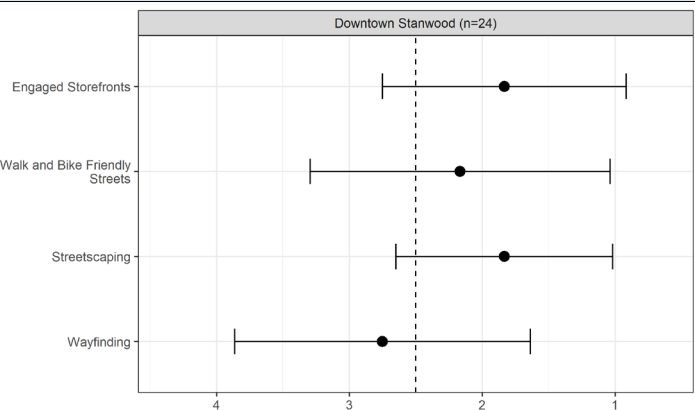
Lower Priority:
Wayfinding

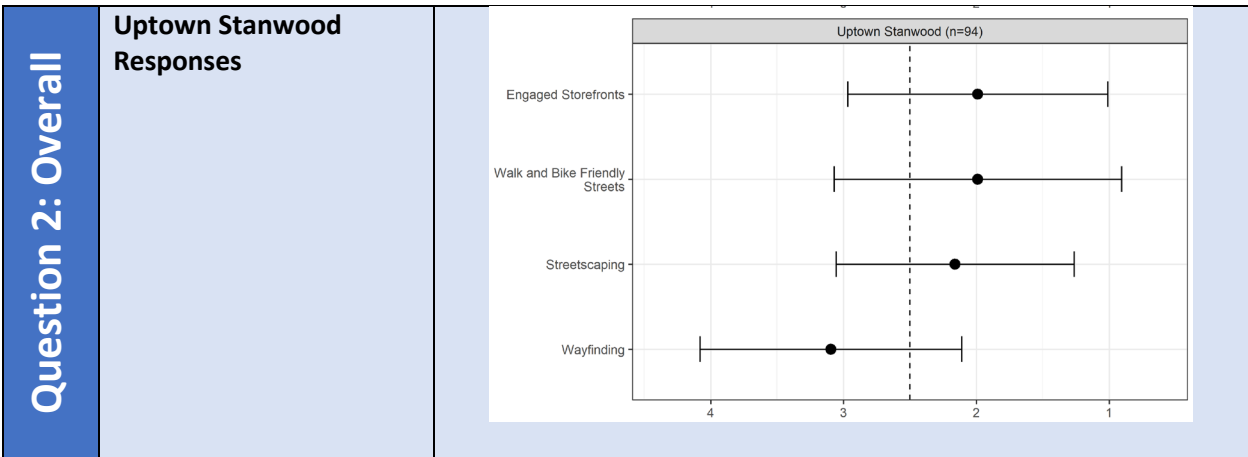


Camano Island Responses

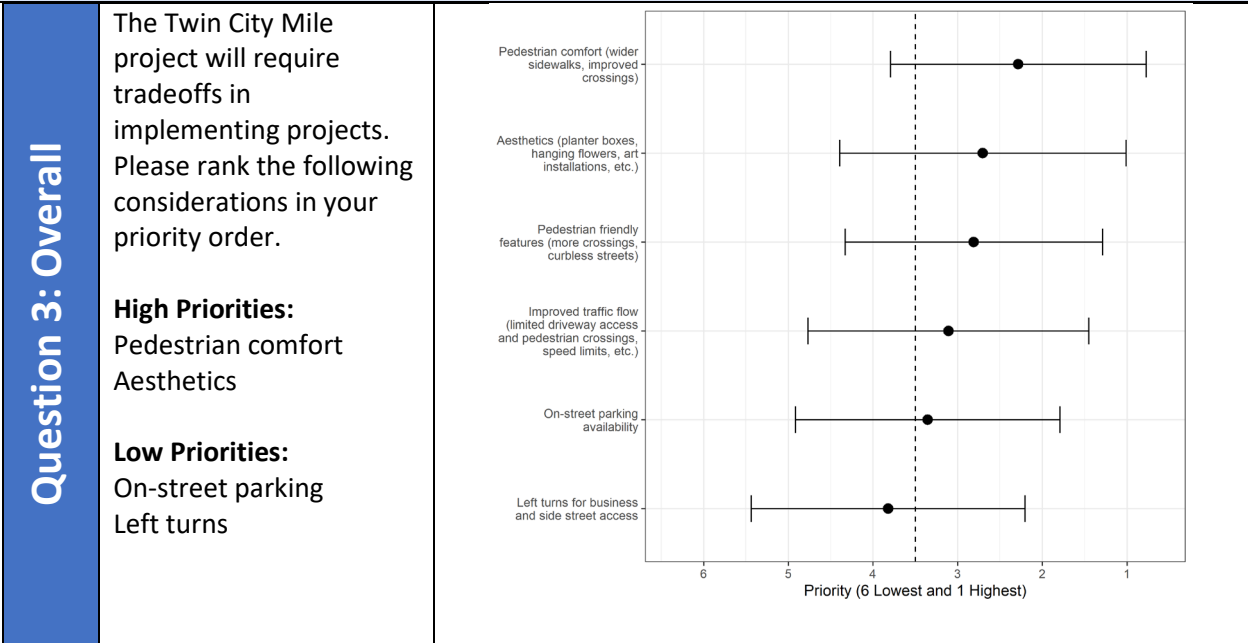


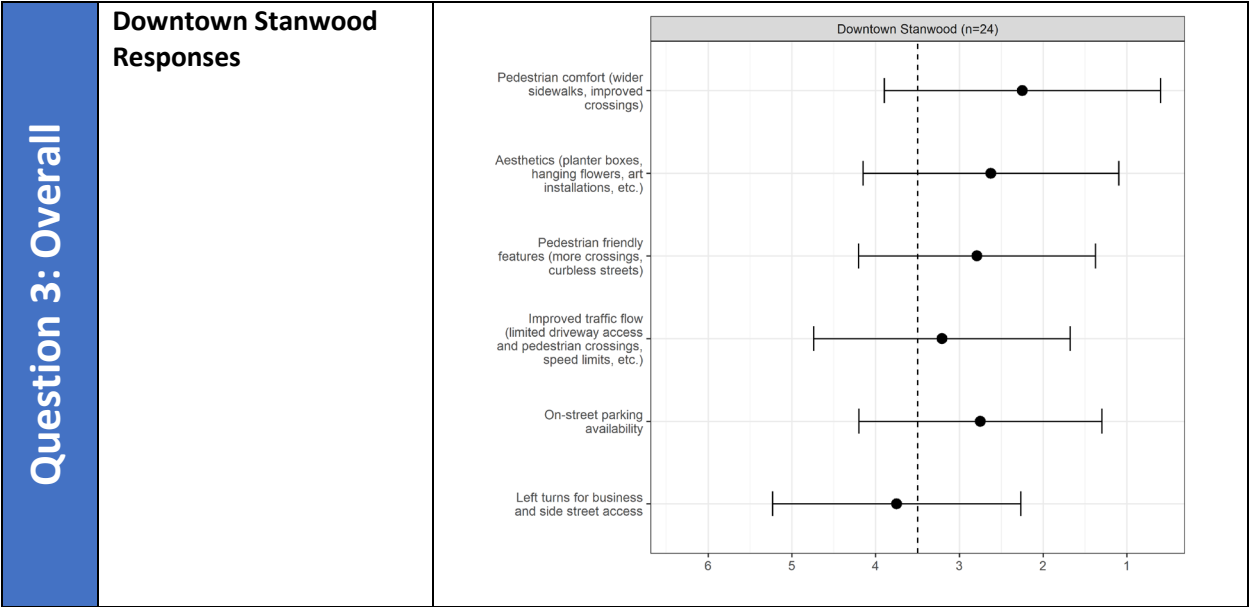
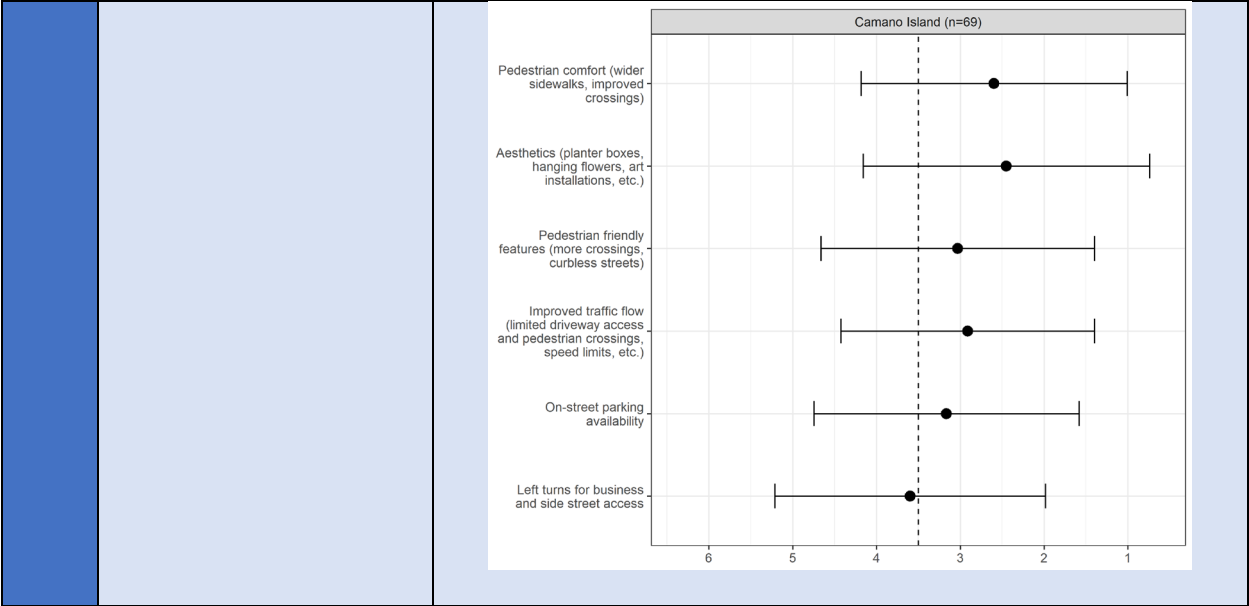
Downtown Stanwood Responses

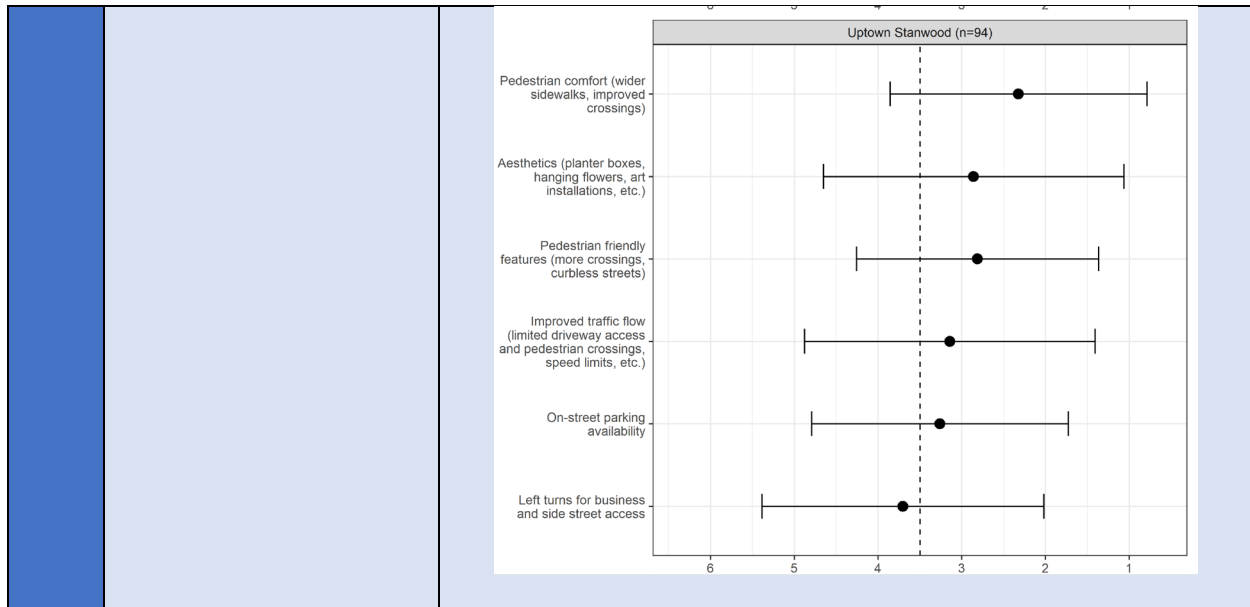




QUESTION 3 RESPONSES







The fourth question on the survey asked respondents for other comments or suggestions. Of the 277 submission, 107 comments were submitted and categorized into the following groups: downtown revitalization, parks, pedestrian improvements, city character/aesthetics, art, traffic/safety, parking, events, and other. The following are some of the comments from question four.

DOWNTOWN REVITALIZATION PROJECT

TCM Survey Comments – Q4 Open Comments



- We received 107 comments from the survey.
- From the 107 comments, we organized them into 9 categories.

Downtown Revitalization	Parks	Pedestrian Improvements	City Character/ Aesthetics
Remove old signage	Family friendly outdoor spaces	ADA accessible sidewalks	Sidewalk café's
Updated infrastructure, storefront grants	Water features: splash pad park, playground	Wider sidewalks/curbs	Small town, rustic vibe
Public restrooms	Dog park	Closed streets for pedestrian activity	Cohesive downtown look
Create an inviting downtown/city	All-abilities playground	Make crossings more visible	General maintenance with landscaping
Create an entertainment district	Upgraded baseball fields	Walkway along the TCM	Keep the brick road



DOWNTOWN REVITALIZATION PROJECT

TCM Survey Comments – Q4 Open Comments



- We received 107 comments from the survey.
- From the 107 comments, we organized them into 9 categories.

Art	Traffic/Safety	Parking	Events	Other
Historical information	Minimize bike lanes	More parking for businesses	Food trucks	River access
Public art	Improved bike lanes	Difficulty parking on 271 st	Event promenade	Keep Stanwood small
Utilize empty storefronts for art installations	Narrow lanes to reduce traffic speed	Do not remove parking	Bollards	Collaborative effort between city, businesses, services, etc.
Murals around town	Traffic enforcement		Town square for events	Drinking fountains
More brick work	Roundabouts		Outdoor stage	



DOWNTOWN REVITALIZATION PROJECT

TCM Survey Comments



"...Reconfiguring the street for more sidewalk space and narrower crossing distance could start by adding street cafes (perhaps pergolas) and bumps out at the intersections."

"We love the brick roads! String lights across the streets would be a nice look too. Pocket parks, workout areas, all great ideas!"

"There should be an organized effort to make a cohesive downtown look..."

"Encourage Old Town business facades, more signage, more community events, a town mural, historic markers, more walkable along strip with places to sit."

"...Create some kind of protected, pleasant walkway between the two ends of Stanwood that would encourage people to walk or bike between them..."

"Plenty of sidewalk café opportunities...While wayfinding is helpful it is less urgent than the other items involved."

"Make pedestrian crossings much more visible to traffic day and night, most are dangerous and can't view someone leaving the sidewalk..."

"On 271st where storefront parking is, it's hard to find parking let alone backing up is hard. Long trucks sticking out on the road is a real hassle as 2 lanes are not wide enough as I am passing through."





DRAFT
Attachment B
Storefront Improvement Program



July 2022

10220 270th St NW
Stanwood, WA 98292

Introduction

As part of the City Beautification Action Plan and the Twin City Mile Downtown Revitalization project, the City is initiating a Storefront Improvement Program to improve the look and feel of downtown Stanwood for residents and tourists shopping in the city. This program is designed to provide financial incentives to business and building owners to improve their building facades in keeping with the city's goals to preserve and promote Stanwood as the commercial heart of the greater Stanwood – Camano region.

City of Stanwood Economic Development Strategy

2015
Comprehensive Plan

2015
Downtown Plan

2012
SDAT: Destiny by
Design

2010
Economic Development
Action Plan

2003
Design Stanwood

The City's Comprehensive Plan, Downtown Plan, SDAT: Destiny by Design, Economic Development Action Plan and Design Stanwood envision a vibrant, robust downtown business district that promotes buying local and hosting special events and festivals. To achieve these goals, the downtown needs to be an attractive, inviting, and well-maintained area in the community. A combination of public and private investment is needed:

- **City Responsibilities:** Improve and maintain the Twin City Mile street infrastructure to be a safe pedestrian and business friendly space; and
- **Private Owner Responsibilities:** Maintain the appearance of buildings to attract local shopping and tourism.

Project Vision

The purpose of the Storefront Improvement Program to preserve and enhance the charm of the downtown commercial retail area by encouraging private investment, through physical improvements, to building storefronts. This program is designed to support the city's economic development and tourism goals and policies as adopted by the Stanwood City Council.

Vision Statement:

Promote a vibrant and economic roust downtown with its own unique identity through public / private partnerships to encourage attractive, well maintained and inviting storefronts in Stanwood's downtown shopping district.

Mission Statement:

The mission of the Storefront Improvement Program is to generate additional revenues to businesses and the City by stimulating private investment in the city's commercial areas to make the business and surrounding communities more attractive.

Goals:

- Preserve and beautify the downtown district.
- Encourage and stimulate investment in private property.
- Foster community ownership and commitment to revitalization.

Policy Analysis

The City of Stanwood is committed to helping small businesses thrive. A key part to business success is that first impression: what a customer sees from the outside of the building. The Storefront Improvement Program offers construction matching grants to boost the city's curb appeal and draw in more customers and creating a shopping district that represents the pride of the community.

The Storefront Improvement Program provides financial incentives to small business or property owners to improve their storefronts consistent with City policies to maintain and promote Stanwood as a tourism destination. Attachment A provides a full list of adopted plans and policies that encourage the economic development, preservation, and promotion of Stanwood for its residents and tourism alike. The proposed program:

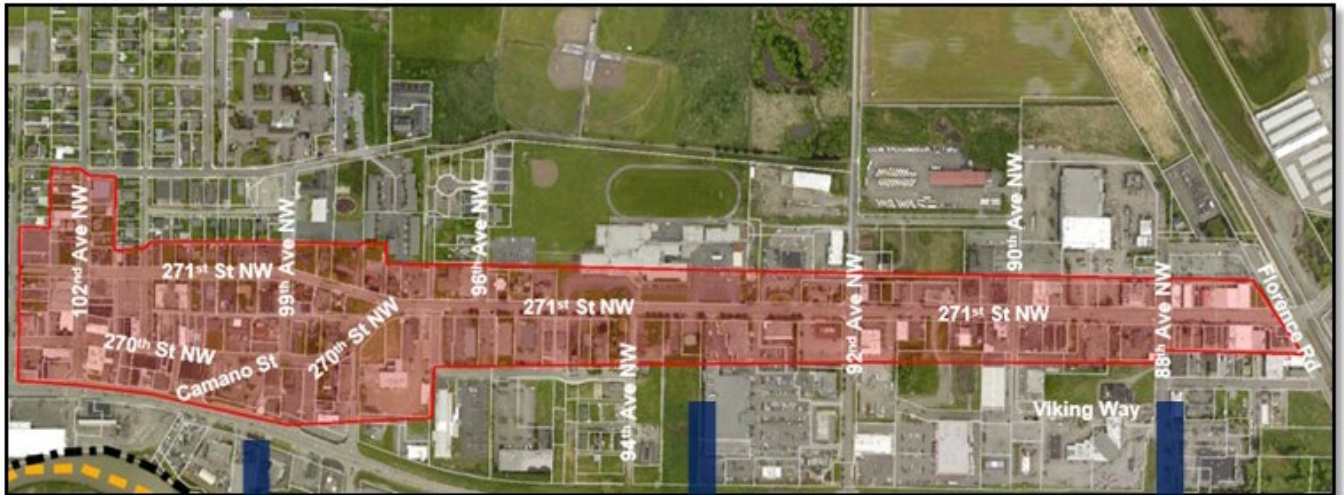
- Complements City's economic development strategies
- Revitalizes and reenforces the character of Stanwood's business districts
- Promotes the re-use and preservation of Stanwood's older and historic buildings
- Responds to the Community's need/demand for change
- Provides an incentive to property owners to improve deteriorating building facades
- Emphasizes the importance of the City's Mainstreet
- Encourages street level pedestrian amenities
- Encourages new businesses
- Provides a financial tool to businesses to invest in their properties
- Enhances infrastructure to market Stanwood to visitors

Downtown Revitalization Improvement District Boundaries

The vast majority of the City's historic commercial buildings are in the downtown area and a significant amount of public effort has gone into developing plans and economic development strategies to preserve and enhance the downtown shopping corridor. As such, the City has selected the downtown commercial retail area for Storefront Improvement Program.

Property and business owners within the Downtown Revitalization Improvement District are eligible to apply for this program if their improvement plans meet the program guidelines and eligibility criteria. Refer to Attachment B for district map.

Downtown Revitalization Improvement District



Program Guidelines

This program is a tool intended to support existing businesses and to assist in the attraction of new businesses to the City of Stanwood by providing incentives for owner to improve the exterior of commercial storefront buildings and lots. This in turn improves the look of the City. The following program guidelines establish the basis for the Storefront Improvement Program.

Budget: TBD

Grant Amount: Maximum of \$10,000

Matching Funds: 1:1 match, up to the maximum grant amount of \$10,000
(Example: If your project total cost is \$1,000, the grant match will be \$500. If your project total cost is \$10,000, the grant match will be \$5,000. If your project total cost is \$50,000, the grant match will be \$10,000).

- Eligible Applicants:**
- Business/building must be located in the Downtown Revitalization Improvement District (refer to map)
 - Business retail in nature and/or have continuous pedestrian activity
 - Business owner(s) and property owner(s) (if different individuals) must agree in writing to the project and improvements
 - Business owner(s) and property owner(s) (if different individuals) shall agree to maintain the improvements to the property for a minimum of a ten-year period
 - Mixed use buildings with retail with street frontage

Eligible Uses: Eligible façade expenses may include but are not limited to rehabilitation, reconstruction, or restoration to existing commercial building facades, including*:

- | | | |
|-----------|--|------------------------------|
| ▪ Windows | ▪ Awnings | ▪ Light fixtures |
| ▪ Doors | ▪ Signage | ▪ Exterior brick maintenance |
| ▪ Walls | ▪ Landscaping | ▪ Historic building features |
| ▪ Paint | ▪ Creative and imaginative exterior elements | |

Façade improvements must be adjacent from the right-of-way, specifically 270th, 271st, Camano Street, 102nd, 88th, 92nd, and 99th.

*Certain restrictions may apply on eligible uses based on business and/or building type.

***Non-Eligible
Applicants/Uses:***

- National franchises
- Residential/Multifamily buildings
- Government occupied space
- Projects under construction
- Businesses with more than 25 full time employees
- Roof repair/restoration/replacement
- Foundation repair/restoration/replacement
- Sidewalk repair/restoration/replacement
- Interior improvements
- Non-street facing entrances
- Temporary or non-permanent structures or signage

Grant Award Criteria

Qualified applications will be reviewed and approved based on the following criteria:

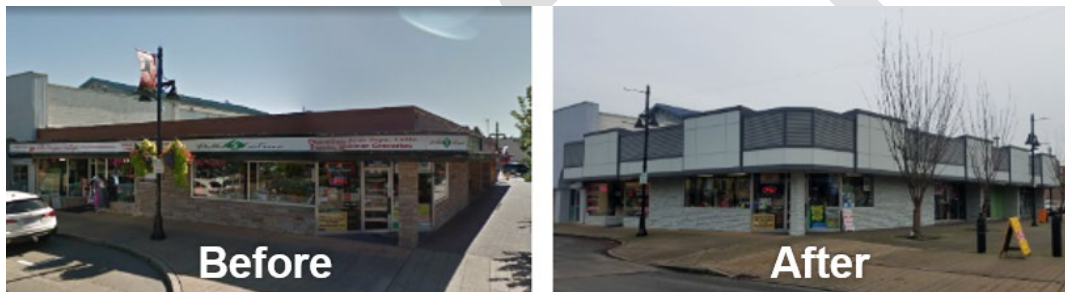
- Applications shall be reviewed on a first come – first served basis
- The property must be within the Downtown Revitalization Improvement District (See Map)
- Improvements must be eligible under the program criteria
- Leasing businesses/tenants must have a minimum of two years remaining on their lease or an option to renew
- Priority will be given to retail business(s) and building(s) with walkable pedestrian traffic activity
- Priority will be given to business(es) and building(s) that involve a historical restoration/renovation

Program Examples

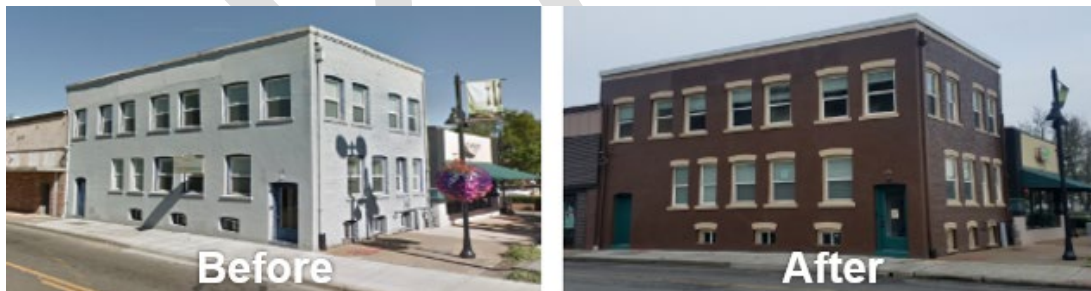
Many other cities throughout Washington state and the country have established programs similar to the Storefront Improvement Program. Below are several examples of businesses and buildings from other cities that have participated in similar programs.



Auburn, WA Façade Improvement Grant Program – Painted lower story brick, added two doorways on west facing façade, removed awning, re-cladded upper story, and retained cornice



Auburn, WA Façade Improvement Grant Program – Painted lower brick and added upper façade



Auburn, WA Façade Improvement Grant Program – Painted exterior, added window trim accent, painted doors



Chehalis, WA Façade Improvement Program

Attachment A

City of Stanwood Storefront Improvement Program Supporting Policies

Action Strategies

The City has spent the last 20 years planning for the future of Stanwood. From various community outreach efforts and city planning, several planning documents have been adopted, which indicate the need for the Storefront Improvement Program.

The Storefront Improvement Program is founded in the following city policy guidance:

2015 Comprehensive Plan:

Downtown Stanwood is the heart and soul of the greater Stanwood – Camano community and residents want to preserve its small-town character. Preservation of its older, historic buildings and infrastructure is a key component of sustaining its small-town character while still promoting growth and development. With downtown being in the floodplain and small business owners struggling to keep their doors open, the Storefront Improvement Program is intended to support the city's goals of preserving and promoting Stanwood as a family friendly place to live and shop.

Land Use Goal 2: Re-vitalize and reinforce the character of Stanwood's existing residential and commercial neighborhoods as infill and redevelopment occur.

LU Policy 2.3: Encourage restoration of existing deteriorated structures built before 1950.

LU Policy 2.9: Maintain commercial centers with a sufficient range of uses: a. To allow residents to meet their basic daily needs within town, b. Support a network of personal and business interactions that result in a friendly hometown.

Land Use Goal 3: Recognize Stanwood's existing character, scale, and neighborhood quality as assets that will add to the desirability of the community when incorporated into the design of new residential development.

LU Policy 3.3: Allow re-use of existing structures. When structures display a desired historic period, architectural character and scale, allow flexible interpretations of standards to encourage re-investment.

Land Use Goal 7: Develop a vital, attractively designed Downtown Center.

LU Policy 7.3: Provide incentives for property owners to facilitate the improvement of deteriorated facades, signage and general outside appearance in the downtown. Base the improvements on the design characteristics of the downtown.

LU Policy 7.6: Promote restoration of historic buildings and encourage compatibility of new developments with historic structures.

Economic
Development Goal 1:

Promote economic vitality defined as a lively growth-oriented business climate that supports a wide range of private and public investments resulting in development and business activity that diversifies the City's tax base and provides both employment and consumer shopping opportunities for city and unincorporated area residents.

ED Policy 1.1: Develop a toolkit of incentives such as property tax exemptions density bonuses or public private partnerships to attract desired uses such as mixed-use development or retail businesses that would not be viable based on current market conditions but would contribute to the economic vitality of the city.

ED Policy 1.2: Develop incentives for property owners to improve deteriorating facades, signage and the general outside appearance of buildings.

Economic
Development Goal 2:

Develop strong community partners

ED Policy 2.4: Encourage cooperative downtown improvement planning and implementation efforts between the City and private partners and other business organizations.

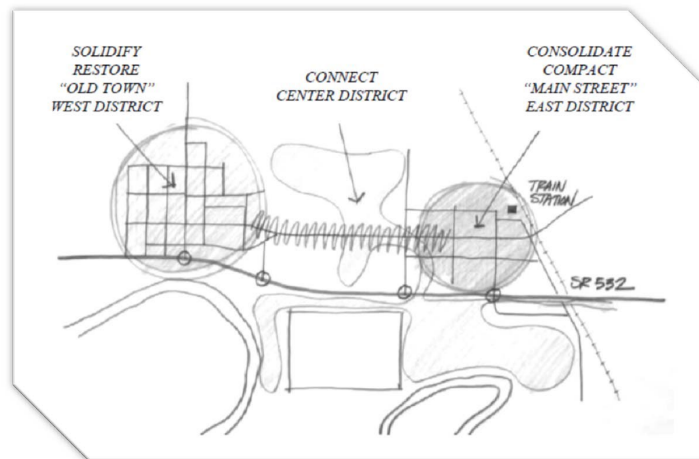
Economic
Development Goal 5:

Support economic development strategies by including amenities attractive to employees and investors into project design.

ED Policy 5.1: Encourage high quality site and building design with "curb appeal" that encourages further investment in the area.

Downtown Master Plan:

While downtown Stanwood serves as the retail center for the community, it also serves as the public center of the greater Stanwood – Camano area. The downtown is the heart of the city and provides a place where commercial and civic activities can take place, and an atmosphere and identity the community can embrace. The historic districts of downtown must be protected and preserved for a strong and unified downtown. The Storefront Improvement Program is intended to support the city's goals of protecting downtown Stanwood from further loss of business and economic vitality, recognizing the importance of the historic districts, and unifying downtown.



East Stanwood Historic District

Emphasize the feeling of Main Street, with shopping connected to the railroad and contiguous storefronts that open onto the sidewalk.

- Strategies 1A: Create continuous storefronts that open onto sidewalk for two blocks west of 88th avenue.
- Strategies 2F: Encourage street level amenities such as flower boxes, outdoor displays and creative signage that provides interesting things to look at on the street.

West Stanwood Historic District

Maintain the existing feel of simplicity the West District has already. Reinforce what West Stanwood already has. West Stanwood should emphasize the character of "small town" or "old town".

- Strategies 1A: Retain and restore the older houses and commercial structures in the West End.
- Strategies 1B: Require infill development to be consistent with the historic characters of the West End.
- Strategies 2E: Use selective infill development to reinforce nooks and crannies and maintain historical context.

Center District

Develop the Center District as the center of the downtown with a mix of retail, service, government, educational, institutional, and open space uses that connect the two historic downtown nodes.

- Strategies 5: Encourage small scale infill development and conversion of small houses to other uses.
- Strategies 12: Locate required parking inward to the development to maximize building frontage along the sidewalk.

SDAT: Destiny by Design:

The greater Stanwood – Camano area is recognized for its small-town characteristic and aesthetics. With development and growth in the community, the City of Stanwood must take action to preserve the small-town characteristics of downtown, while still encouraging sustainable initiatives that will benefit business and residents in downtown. To support existing business in downtown, the Storefront Improvement Program will support the city's goals of creating initiatives that will positively affect businesses and residents in the area.



Retaining People Who Are Already Downtown and Creating New Anchors

East and West Stanwood already have a critical mass of customers who come downtown. Unfortunately, many, if not the majority, of those customers come for a single purpose (eat a meal, take a train, purchase a supply) and then leave. Retaining these customers and making it more desirable for them to visit multiple businesses can be very effective.

- Step 2: Adopt Local Infrastructure Project Area Financing (LIPA), authorized by Snohomish County (Chapter 318, Laws of 2011) to prioritize projects that support the downtown.
- Step 3: Redesign Main Street so that it is a true Main Street, and not a highway referred to as Main Street. This would transform the pedestrian experience and make it more desirable to walk from midtown to either downtown.

Economic Development

As development on portions of Route 532 have taken on a sprawl character, the identity of downtown Stanwood has become even more important. Downtown represents the civic heart of Stanwood and, in order to be a vibrant civic center, it needs a strategy appropriate to its scale, buildings, and businesses.

Business Development: Stanwood can work with existing businesses to expand or adapt their product mix to align with the downtown strategies, it can recruit new businesses downtown from elsewhere in the region, or it can attract and seed entrepreneurs to open new businesses.

It is important to recognize that “business development” is one pillar of advancing these strategies. The growth will simultaneously need the support of a marketing program (advertising, social media, brochures, tourism partners), and it will need to be accompanied by physical enhancements – to both the historic buildings and to the 1960s and more recent retail development – to create the attractive setting that will attract additional customers to downtown Stanwood.

Urban Design

An effective urban design vision begins with the role of identity in structuring an Imageable community – one with strong and memorable identity.

Plan 1: Use landscape architecture to structure a common identity.

West Stanwood: Due to flooding concerns and the area’s proximity to the water in West Stanwood, new building construction is simply not feasible. However, since some of the city’s most historic and well-defined urban neighborhoods are found in West Stanwood, district features can be reinforced through clusters streetscape improvements (street trees, groundcover, curbless rights-of-ways, and continuous decorative pavement)

East Stanwood: While most commercial Main Streets traditionally are not tree lined, streetscapes marking entry ways from Highway 532 along 88 Avenue are recommended to announce the presence of the Main Street commercial district. Tree-lined streetscapes define the edge and center of the otherwise amorphous Main Street district and add value to underperforming and vacant property ripe for development.

Plan 2: Preserve important legacy structures. Signature structures in the build environment remind us of our heritage and/or harbor memories of important community happenings. Many of these structures also hold unique architectural qualities and their vernacular imagery acquire landmark status over time. Even industrial buildings from past generations, now attract affection and project significance.

Economic Development Action Plan:

The City of Stanwood is continuing to build on its historic foundations and community strengths and is creating an environment of economic opportunity and a future of prosperity in downtown. The Storefront Improvement Program will continue to retain Stanwood's small town character and rural heritage, while strengthening the downtown as the city center, making it a better place to live for current residents and more attractive for visitors and new participants in the economy.

Part 1: Programmatic Strategies

Specific actions that the City and its Community Partners can take to strengthen Stanwood's economy.

Education Program:

Cultivate a culture supportive of economic development among residents, business owners and members of the City organization.

Desired Outcomes:

- A common understanding of the desired outcomes and benefits associated with the City's economic development efforts.

Action Strategies:

- Engaged and aligned City organization and community partners.
- Engage elected officials and city staff
- Engage the community
- Incorporate economic development as a priority for the City

Development Services Program:

Establish the systems and processes needed to facilitate investment in Stanwood.

Desired Outcomes:

- A development climate that is facilitative of desirable investment in the community.
- A reputation as being a good community to invest, with clear and predictable expectations.
- Accurate information about the implications of building in the floodplain.

Action Strategies:

- Establish a development review system that incorporates economic development considerations.
- Make development services system and process improvements and solicit ongoing feedback.
- Address floodplain issues.

Zoning and Development Standards Work Program:	Ensure City codes support development that achieves economic development objectives. <i>Desired Outcomes:</i> ▪ Develop regulations that encourage – and do not inadvertently inhibit – desirable development that achieves economic development objectives. <i>Action Strategies:</i> ▪ Review and revise existing zoning regulations and design guidelines.
Historic Resources Program:	Preserve and enhance Stanwood's historic assets. <i>Desired Outcomes:</i> ▪ Preservation of the character of the City's downtown in ways that do not inhibit desirable investment. ▪ Additional tools and resources to support investment in older building by property owners. <i>Action Strategies:</i> ▪ Replicate successful historic elements to enhance Stanwood's small town character. ▪ Provide information and resources. ▪ Develop a better understanding of the city's historic resources and determine appropriate preservation strategies.
Economic Development Direct Support Program:	Encourage desired investment through City programs and investments. <i>Desired Outcomes:</i> ▪ Public infrastructure investment that catalyzes private investment. ▪ Financial tools and incentives to encourage desirable investment. <i>Action Strategies:</i> ▪ Plan capital investments to support economic development goals. ▪ Develop policies and tools

Downtown
Revitalization
Program:

Develop a comprehensive program to enhance Downtown Stanwood in cooperation with community partners.

Desired Outcomes:

- An effective community-based organization that represents Downtown interests and generates strong cooperation, civic pride, and coordination among downtown businesses.
- Community-supported plans that retain and enhance the character of downtown.
- Short- and long-term improvements to the physical appearance of downtown.
- Attractive gateways and easy access to draw passersby into downtown.

Action Strategies:

- 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

Tourism
Program:

Enhance Stanwood's tourism draw.

Desired Outcomes:

- Enhance the infrastructure to support visitors to Stanwood.
- Increase visitation and spending by out-of-town guests, targeting those who currently pass through town on the way to Camano Island.
- Restore the community's connection to the waterfront, creating public access for residents and visitors.

Action Strategies:

- Make it easy for visitors to discover, plan for, and experience Stanwood attractions.
- Continue to seek opportunities to reconnect the community to the river.

Design Stanwood:

The City of Stanwood hosts a variety of building types, intermixing commercial and residential, specifically in the downtown area. With new developments potentially coming to Stanwood, and existing recent developments, the older buildings in the downtown area need assistance to maintain conditions and to create an inviting downtown for residents and visitors. The Storefront Improvement Program intends to support the city's mission of honoring the rich history of the city and unify the downtown.



West Stanwood Recommendations

- Promote restoration of existing buildings.
- With selected infills, reinforce the nooks and crannies, and maintain the historical context.
- Restore the existing brick road.
- Add more historical light fixtures, as well as banners and hanging baskets on streetlights.

East Stanwood Recommendations

- Recreate contiguous storefronts that open onto sidewalk.
- Existing buildings will need to upgrade rear entries of the buildings to make them attractive and functional.

Central Commons Recommendations

- Buildings face open space, sideways to street. Put parking in the rear.
- Use existing commercial buildings on Main Street. Older houses used for retail are good for small start-up businesses.
- Build a pedestrian corridor using old sloughs as an open space system. Take advantage of these remnants that are part of Stanwood's heritage.

General Recommendations

- Preserve your edges. Preserve and protect the setting of Stanwood.
- Maintain established character in parts of town.
- Support the character of East Stanwood through retail and transportation to bring customers to the front doors of the business.

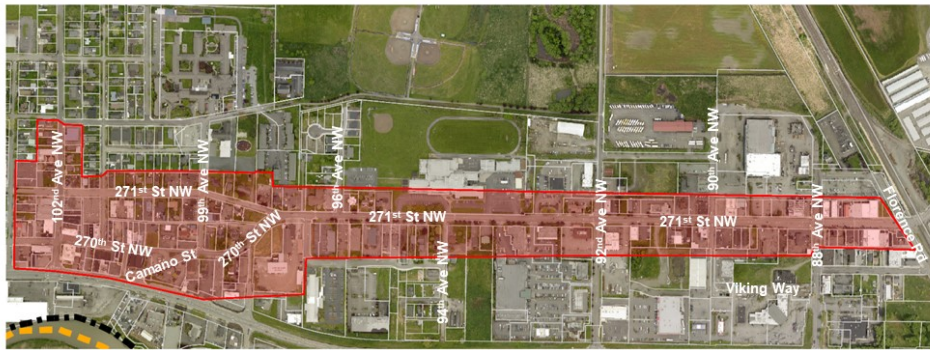
Attachment B

Downtown Revitalization Improvement District Boundaries

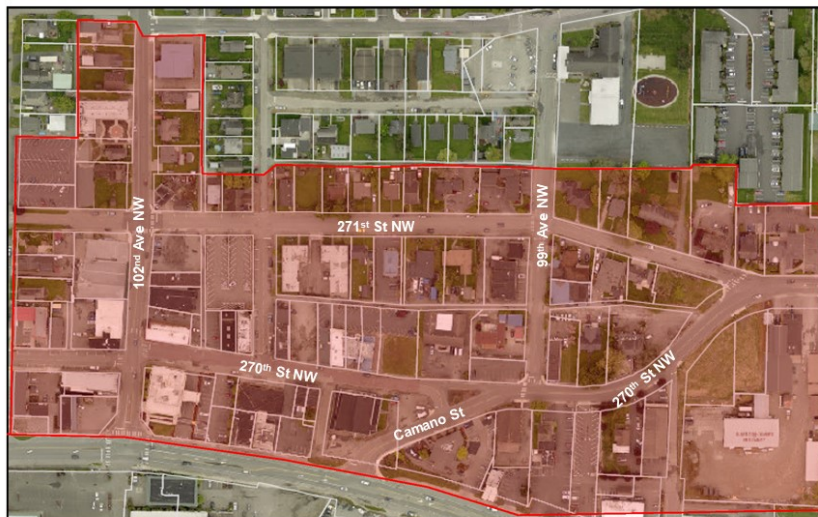


Downtown Revitalization Improvement District

The City of Stanwood hopes to develop the Storefront Improvement Program to preserve and enhance the charm of the downtown commercial retail area, while also encouraging private investment in downtown, through visual and physical improvements to storefront buildings. This program will assist with our economic development efforts, city beautification efforts, and follow our comprehensive plan goals.

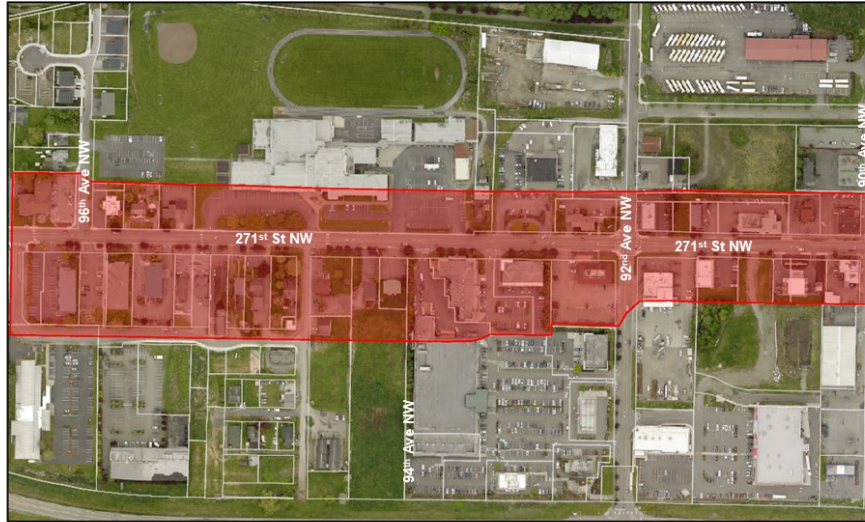


Downtown Revitalization Improvement District





Downtown Revitalization Improvement District



Downtown Revitalization Improvement District

